Editor's Desk

Choices. A simple word, but only at first writers and bards of MITCOM and also the occasion of Job Fair Week. Score glance. You think about it and you covers articles related to various reaching 90 in a short span shows the realize it is not so simple. In fact, it specialized areas such as finance, HR, quality of our students and endeavor of decides the course of your life. Or marketing, etc…. faculty members.

rather, it can make or break your life. With the FDI opened up in the retail The cultural extravaganza Pratibimb Deciding on the right course or college sector, there seems to be huge boom was a great spectacle with 3 colleges may not be so difficult. A lot of thought, set in this sector that has excited the participating along with, MIT School of Telecommunication- CONNECT and MIT UMANG- and making it a advice that come your way. But the benefits in near future. Also, the grand success. Next day there was an decision is finally yours and that of your agriculture sector is also making its way award function to reward the students parents, and you would surely have towards progress with the introduction for excelling in various endeavors like reached a consensus on that. and inventions of new technologies and Best Outgoing Student, Best Leader, techniques especially in the field of food Best Volunteer, Sports Winners-Boys & Girls etc. The chief guest invited for this MITCOM would have thus, made you ceremony was none other than Mr. feel proud with lots of choices to choose The magazine also reflects on the current affairs in areas such as finance, Forestry and Project Construction. HR, marketing and operations. The economy rising slowly out of the All in all, much awaited Pratibimb ended ‘Pratibimb-the reflection’ the institution ... in the these various sectors and encourages throughout the world. years to come.

The placement of batch IV students is also in full swing with almost 40 students being placed across 9 talent possessed by the young budding different companies in a single week on
Editor's Desk

Choices. A simple word, but only at first glance. You think about it and you realize it is not so simple. In fact, it decides the course of your life. Or rather, it can make or break your life.

Deciding on the right course or college may not be so difficult. A lot of thought, a lot of homework would have gone into it already, not to forget the tonnes of advice that come your way. But the decision is finally yours and that of your parents, and you would surely have reached a consensus on that.

Therefore, the choice of entering into MITCOM would have thus, made you feel proud with lots of choices to choose from Retail, Agri & Food Business, Forestry and Project Construction.

'Pratibimb-the reflection' the institution magazine of MITCOM, thus focuses on these various sectors and encourages the students to give their insights and views on the happenings and whereabouts related to these sectors. The magazine showcases the best of talent possessed by the young budding writers and bards of MITCOM and also covers articles related to various specialized areas such as finance, HR, marketing, etc....

With the FDI opened up in the retail sector, there seems to be huge boom set in this sector that has excited the budding entrepreneurs to start their ventures and enjoy the fruits of their benefits in near future. Also, the agriculture sector is also making its way towards progress with the introduction and inventions of new technologies and techniques especially in the field of food processing.

The magazine also reflects on the current affairs in areas such as finance, HR, marketing and operations. The economy rising slowly out of the recession worldwide thus shows the hope of employment and development throughout the world.

The placement of batch IV students is also in full swing with almost 40 students being placed across 9 different companies in a single week on the occasion of Job Fair Week. Score reaching 90 in a short span shows the quality of our students and endeavor of faculty members.

The cultural extravaganza Pratibimb was a great spectacle with 3 colleges participating along with, MIT School of Telecommunication-CONNECT and MIT Pharmacy UMANG - and making it a grand success. Next day there was an award function to reward the students for excelling in various endeavors like Best Outgoing Student, Best Leader, Best Volunteer, Sports Winners-Boys & Girls etc. The chief guest invited for this ceremony was none other than Mr. Amole Khole, a renowned Marathi actor.

All in all, much awaited Pratibimb ended with the pledge to make it much bigger next time and more successful in the years to come.
Editorial Committee

Director
Prof. Dr. Sayalee Gankar

Editor
Prof. Nidhi Arora
Editor and Cultural Mentor,
MITCOM, Pune

Student Editors
• Saumya Padhye
• Priyanka Sonawane
Marathi Section :
• Akshay Deshmane
• Sagar Virkar

General Section
• Sphurti Gurjar
• Gauri Nagarkar
• Pearl Puri
• Pravin Dubey
• Urmi Karia
• Karanjeet Kaur
Glimpses

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>From Corporate Mentors</td>
<td></td>
</tr>
<tr>
<td>•</td>
<td>The Art of Being ‘Professional’</td>
<td>14</td>
</tr>
<tr>
<td>•</td>
<td>Effective Communication - The Need of A Time</td>
<td>15</td>
</tr>
<tr>
<td>•</td>
<td>Let Success Chase You, You Need Not Chase Success</td>
<td>16</td>
</tr>
<tr>
<td>•</td>
<td>Product Strategy Concepts</td>
<td>17</td>
</tr>
<tr>
<td>•</td>
<td>Financial Inclusion - A Far Cry of The Poor In India</td>
<td>19</td>
</tr>
<tr>
<td>2.</td>
<td>What Our Faculty Says</td>
<td></td>
</tr>
<tr>
<td>•</td>
<td>Qualities for Successful Life</td>
<td>24</td>
</tr>
<tr>
<td>•</td>
<td>Branding, For The Differential Advantage</td>
<td>25</td>
</tr>
<tr>
<td>•</td>
<td>Euro Zone Crises</td>
<td>26</td>
</tr>
<tr>
<td>•</td>
<td>The death of Couture? Or does it really exist in India?</td>
<td>27</td>
</tr>
<tr>
<td>•</td>
<td>Important Factors: For Organized Retailing In India</td>
<td>28</td>
</tr>
<tr>
<td>•</td>
<td>Mantras of Interview Skills</td>
<td>30</td>
</tr>
<tr>
<td>•</td>
<td>Transition From Campus To Corporate</td>
<td>32</td>
</tr>
<tr>
<td>•</td>
<td>Six Sigma In Libraries</td>
<td>34</td>
</tr>
<tr>
<td>3.</td>
<td>Hidden Talents From The Youth Of MITCOM</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>•</td>
<td>Five Insurance Policies You Must Avoid</td>
<td>36</td>
</tr>
<tr>
<td>•</td>
<td>Right Use Of Loan To Build Your Personal Wealth</td>
<td>37</td>
</tr>
<tr>
<td>Agriculture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>•</td>
<td>Management In Agriculture, Need Of Future...!</td>
<td>38</td>
</tr>
<tr>
<td>HR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>•</td>
<td>HR Outsourcing</td>
<td>39</td>
</tr>
<tr>
<td>Abstract</td>
<td></td>
<td></td>
</tr>
<tr>
<td>•</td>
<td>Laughter Is The Best Medicine</td>
<td>40</td>
</tr>
<tr>
<td>•</td>
<td>Discouragement</td>
<td>41</td>
</tr>
<tr>
<td>•</td>
<td>Power Of Thoughts - Swami Vivekananda</td>
<td>42</td>
</tr>
<tr>
<td>•</td>
<td>Economic Reforms V/s Rural India.</td>
<td>43</td>
</tr>
<tr>
<td>•</td>
<td>E-reloaded</td>
<td>44</td>
</tr>
<tr>
<td>•</td>
<td>A Mgmt. Story told at IIM, Ahmedabad; Something worth knowing</td>
<td>45</td>
</tr>
<tr>
<td>•</td>
<td>Shri Krishna And His Differential Leadership</td>
<td>46</td>
</tr>
<tr>
<td>•</td>
<td>Talent is not enough; champions have attitude and the strength to fight to the end</td>
<td>47</td>
</tr>
<tr>
<td>•</td>
<td>Cyrus Mistry among 12 global executives to watch in 2012: WSJ</td>
<td>48</td>
</tr>
<tr>
<td>•</td>
<td>The 10 Habits</td>
<td>49</td>
</tr>
<tr>
<td>•</td>
<td>The power of Forgiveness</td>
<td>50</td>
</tr>
<tr>
<td>•</td>
<td>Success Strategies For 2012</td>
<td>51</td>
</tr>
<tr>
<td>•</td>
<td>The Last Page...called Life Realization Begins</td>
<td>52</td>
</tr>
<tr>
<td>•</td>
<td>Youth as Active Agents of Social Change</td>
<td>53</td>
</tr>
<tr>
<td>•</td>
<td>A Step Ahead For A Better Tomorrow</td>
<td>54</td>
</tr>
<tr>
<td>•</td>
<td>Social Networking For Social Action/development</td>
<td>54</td>
</tr>
<tr>
<td>•</td>
<td>Effect of Western Culture On Indian Youths</td>
<td>55</td>
</tr>
<tr>
<td>Bards of MITCOM</td>
<td></td>
<td>56 to 58</td>
</tr>
<tr>
<td>Marathi Vibhag</td>
<td></td>
<td>60 to 66</td>
</tr>
<tr>
<td>Placement Report – 2011</td>
<td></td>
<td>68 to 72</td>
</tr>
<tr>
<td>Pratibimb 2012</td>
<td></td>
<td>77</td>
</tr>
</tbody>
</table>
Vision
A dream “to lead” a dream “to succeed”. The vision of MIT College of Management is to function as a certified organization for management education, concerned with quality teaching for the aspiring students. Our institute would accommodate the distinctive needs of all genres of students continually developing new ways to improve programs and educational delivery systems using the latest industrial technologies for the promotion of management education in India.

Mission
Our mission is to remain the most preferred, Premiere Institute for Management Education. We dream to be the support and backbone of our future managers with a committed and competent Faculty and strong industrial interface. MITCOM stays ahead in its endeavor to deliver knowledge to empower the leaders of tomorrow. MITCOM would provide most apt and pioneering knowledge to students in the management sector. Our goal is to be an information reservoir of innovative, updated technological ideas and concepts for our students.

About MITCOM
MITCOM was established in 2007, with a view to impart value based education in the field of Management Sciences. The institute has created a major opportunity for those who are interested in Agri & Food Business, Retail Sector, Forestry & Environment along with the Science of Project Management. MITCOM aims at providing the Corporate Sector professionally sound, sophisticated & dynamic leaders with a vision & endeavor to meet the challenges of the new era. Armed with experienced & highly qualified faculties, state-of-the-art infrastructure, strong institute-industry interface & strong placement support, the college helps mushrooms the best minds through teaching pedagogy based on differential approach of practical self-learning modules along with industrial interface & continuous assessment model.

Courses Offered
Dual Degree - Dual Specialization
MBA - PGP

Post Graduate Specialization In
- General MBA
- Retail Business Management
- Project, Construction & Infrastructural Management
- Agriculture and Food Business Management
- MBA from PTU approved by UGC, AICTE and DEC
Blessings of the Father Founder

Dear all,

MIT Group of Institutions believes in self-discipline and encourages the students and staff to maintain healthy relationship. We believe that each and every student has the potential to be groomed to have a successful corporate career. Converting the right candidates to the right jobs through right training and development has always been the goal of our Institutes.

The young, experienced and enthusiastic team of teachers at MITCOM are always keen to help and guide the students to achieve highest standards of performance. The brilliant past students of this institute are working at higher positions in various functional domain such as like Finance, Marketing, Operations and Human Resources. The past students and many leading corporate often visit the institute to encourage, help and guide the students.

We are sure you will certainly enjoy the journey of MITCOM through this magazine in the form of articles, poems and motivating write-ups by students and staff.

I once again thank all the talented and hard-working staff and students for maintaining the glorious tradition of the institute and for their contribution towards the Institute.

Blessings and good wishes

Prof. Dr. Mangesh Karad

Executive Director
MAEER’s, MIT Group of Institutions, Pune

Best Wishes From The Executive Director

Dear students,

It gives me great joy to see the kind of dedication you show towards your chosen field of career. It’s always a pleasure when you see young minds focused on making a difference to the society they live in. You have adorned this campus with youthful exuberance that truly lights up the campus and represents its true spirit. But there are a lot of expectations you have to live up to this era, where India is taking strides in path of growth and development.

We at MIT group of institutions firmly believe that every person is his own leader and has to lead himself to achieve success and prosperity.

I have complete faith in my talented students who would achieve their goals and create wealth for their own sake and benefit our nation at large.

I wish you all the very best in your pursuit of realizing your educational and professional goals.
Compliments From
The Director-IT

India today truly is the talk of the world and you youngsters are truly floating amid multifarious opportunities. I am sure that India tomorrow will have you in its forefront and you will bear the torch of MIT with pride and dignity.

Education indeed paves the path for students to learn new things in right manner.

Our students at MITCOM are showcasing their literary talents and writing skills through this springboard called “PRATIBIMB.....” which helps them to explore their untapped talent.

It is really endearing to see MIT College of Management growing in strength by each passing year. Our Retail, Agriculture & General MBA students have made us proud with their excellent academic achievements as well as co-curricular activities.

Encouragement From
The Director

In the wake of growing competitive environment, the young students not only need subject content knowledge and understanding but also a positive and creative mind.

We at MITCOM work for audacious dream that we have set for ourselves. We also have strived constantly to improve our paradigm of education in such a way that it is in consonance with the needs of 21st century. Our endeavor has not only been to implement the best practices in education, but also establish next practices in education.

The roots provided to our future managers will give wings to fly at greater heights. These roots will give them learning, attitude, skills and values.

I congratulate the editorial team for its efforts and wish all of you great success in all future endeavors. I am sure students at MITCOM will fully explore their talents and creativity and will put forth the best.

Happy Reading!

Prof. Mrs. Sunita Karad
Director, IT MITCOM

Prof. Dr. Mrs. Sayalee Gankar
Director, MITCOM
Editor's Experiences

Our Institution Fest ‘Pratibimb’ returns once again this year, and has filled me with joy and pride. During this week we lined up with series of activities with numerous events, in which students had opportunity to unleash their skills; especially in the area of art, dance, music, entertainment, sports and many such activities.

The beautiful rendition of the original had seen a stellar performance by over 100 students who have been working hard for days to put up a spectacular show, and they have enthralled the crowd with performances, and by adding refreshing elements every year. MIT has elevated their events to a level which has made it the essence of all Institution festivals.

As the event was completely conducted and managed by our students with the support of faculty staff, the students got a platform to discover the leadership qualities in them and also learn to take initiative and become more creative.

This event also ensures building emotional bond between junior & senior students and faculty staff.

This magazine is named after ‘Pratibimb’ - the Annual Social Fest which is organized by MITCOM. The magazine ensures contributions from faculties as well as students in the form of articles, poems, paintings etc a journey which will give you a glimpses of the talent at MITCOM. Before concluding I wish to convey my appreciation and best compliments to all the members of the ‘Editorial Committee’ for bringing out this Annual Magazine and showing you the Pratibimb of our Institution.

Student Editors The Scribblers Note

We feel extremely proud & immensely gratified of our association with “PRATIBIMB”. It’s been a privilege that we’ve had the opportunity to be the Chief Editors at MITCOM’s ‘Scribble team’ over the past year.

This magazine is not just a mirror showing what has happened in the college but is a reflection and a path-finder showcasing hidden talents, deeply engrained in our students.

We want to thank all the contributors for your support through this period. You were critical when criticism was necessary, kind when praise was due, and made us all want to do our very Best. We also appreciate and thank all the students for rendering their Articles and other contributions voluntarily and keeping a continuous flow.

This committee of course would have been incomplete without the dauntless effort of our Mentor Prof. Nidhi Arora. A visionary, with a spirit that keeps the flame burning; she has been a motivator and a lone person who guided and streamlined the entire team together.

So exercise your own inner storyteller and keep those stories coming. You never know where they might lead, but there’s a good chance they could lead to the pages of Scribble, because we like nothing better than passing those tales on to all of our readers.

Count yourselves amongst us, just as we make an effort to connect with you!

Thank you for helping to light our way!!!
Alumni Speak

Yogesh Kamat

Research Analyst Markets and Markets

Being an alumnus invokes mixed feelings amongst us students. It’s the same old “the grass is greener on the other side” syndrome. We have always looked up to our seniors, as they shared their experiences pre and post MITCOM. And listening to their anecdotes, we always looked forward to sharing them one day with our juniors. And then suddenly, as an alumni we have been placed on the other side. The delivering side. Request for penning down memories is always very tempting. The toughest part, however, is the self imposed restriction for keeping it short.

Being a Mumbai-born, city bred lad, Pune never pose any challenges of adjustment in lifestyle. But throw in a couple of years of education abroad, and the scenario presents itself in a very interesting manner. A decade ago, Pune was a different place. Back then, a boy from a Convent school in Mumbai, was welcomed with raised eye-brows. Since then, Pune has come a long way. Today, a boy who has been a couple of years abroad and back for education in Pune, is ‘welcomed back’. Pune, and India, has learnt to stand shoulder to shoulder with the globe.

On many fronts MAEER’s MIT is following the same trend. To establish oneself in the “Oxford of the East” is no mean task. In the past, reference of MIT globally would orient our line of thinking in just one direction, the Massachusetts Institute of Technology. Today, India knows another. It still has a long way to go. But it surely is taking small but assured steps in that direction. And so is MIT College of Management. With Dr. Sayalee Gankar at the helm, MITCOM has achieved considerably in a short span of time since inception, and to its credit, it promises to deliver more.

That to me is the greatest learning from MITCOM, its director, its staff and all my mates from the 2009-11 batch. MITCOM has a mix of professors, with the domain expertise. When I say domain expertise, I do not mean academic domains. Whether it is Prof. Arora who drives the cultural activities, Prof. Pratibha who ensures discipline, Prof. Bankar who co-ordinates with the students for conferences, seminars and the likes, Prof. Das who pushes the Sports Club MITCOM has it all. And they have the all-rounder right up there at the helm, quite rightly!

My batch mates had been sandwiched between a batch of students who were exceedingly brilliant on the academic front, and a batch which was amazingly energetic for the extra-curricular activities. The challenge for our batch was to make a name for ourselves. The challenge for the college was to ensure that our will doesn’t subside with time. And I guess, with great pride I can say that the various placements and of course the Star-studded DID event during Pratibimb 2011, was proof enough that our batch made its mark. The vision from our director, the drive to succeed from our GS, the never-to-give up attitude from the teams involved and of course the tremendous support from our staff members, all contributed to memorable two years.

As an individual, my biggest gains were a result of my interaction with our Course co-ordinator, Prof. Swati Bankar. Her support went a long way in my performance during the course, academically and beyond. As an alumni, her guidance during activities, her initiatives for trying something new, her updates on what's happening in the world out there, is what will be missed the most.

Again trying to restrict the article to the short concentration span of a reader, I again acknowledge Prof. Arora, who had been instrumental in bringing to fruit the efforts put in by Team Scribble, now ably headed by our student Editor, Priyanka Sonawane. With such a support team, and the path laid ahead of us by Dr. Gankar, I look forward to seeing MITCOM make it big, bigger and biggest. I wish the team and MITCOM the very best, and hope to see the “MIT of the East” to bring to fruit the vision of its founder members.
Being an alumnus invokes mixed feelings amongst us students. It’s the same old “the grass is greener on the other side” syndrome. We have always looked up to our seniors, as they shared their experiences pre and post MITCOM. And listening to their anecdotes, we always looked forward to sharing them one day with our juniors. And then suddenly, during restriction for keeping it short.

Being a Mumbai-born, city bred lad, Pune never pose any challenges of adjustment in lifestyle. But throw in a couple of years of education abroad, it is MITCOM has achieved considerably tremendous support from our staff members, all contributed to involvement and of course the never-to-give up attitude from the teams.

Being a part of a MITCOM provides you with a lifetime opportunity to be a part of a wonderful event- ‘PRATIBIMB’.

PRATIBIMB provides a platform for the student fraternity to come together and showcase their talents in different fields. This is a stepping stone towards personal as well as professional growth. During the whole week, students have opportunity to show their skills, especially in the area of art, dance, music, sports and many such activities. This event is organized to create a special bonding between junior and senior students and faculty staff. Such a grand event cannot be successful without the efforts of our Director, Prof. Dr. Sayalee Gankar and other faculty members. Also, the day and night efforts that are contributed by the heads and members of various committees cannot be forgotten.

We thank each and every person who has made this event a great success through their efforts.

The difference between college and life? In college, you're taught a lesson and then given a test. In life, you're given a test that teaches you a lesson.

-Tom Bodett
Corporate Speakers for the year 2011-2012

Biswajeet Ghoshal
Management Consultant

Ravindra Utgikar
Head- Corporate Marketing
Suzlon Energy Ltd

Mr. Arun Jain
(IIIM Lucknow)
Corporate Governance

Vishwanath Joshi
Management Consultant

Mr. Mitesh Khatri
Management Consultant

Dr. Narayan G. Hegde
Trustee & Principal Adviser
BAIF Development Research Foundation

Mr. Manish Khanolkar
Trainer at Make My Trip

Mr. Dilip Verma
Capgemini

Mr. Valerian D’Souza
Associate Art Director
MAK Media & Creations Pvt. Ltd.

Mr. Manish Khanolkar
Trainer at Make My Trip

Mr. S. S. Sangra
Director, Sampada Pune

Mr. Medha Khole
Director, IMD, Pune

Mr. Medha Dubhashi
VAMNICOM, Pune

Mr. Valerian D’Souza
Associate Art Director
MAK Media & Creations Pvt. Ltd.

Mr. Niraj Jawanjal
Managing Director,
AITAMODA, Pune

Mr. Sudhir Rao Hoshing
CEO, Reliance Infrastructure Ltd.

Mr. Alok Shah
Scientist E, DRDO Mysore

Mrs. Mangla Lohia
Women Devp. Officer
VKGB, Akola

Dr. Pravin Saptarshi
Prof. of Sustainability Mgmt., Ind Search, Pune

Mr. Niraj Jawanjal
Managing Director,
AITAMODA, Pune

Mr. Sudhir Rao Hoshing
CEO, Reliance Infrastructure Ltd.

Mr. Pradeep Agarwal
V. P. India Bulls

Mr. Krishna Malge
CEO, Oxford, Nissan

Mr. Rahul Arora
BARCLAGS Bank City Head Labilities

Amol Kolhe
Actor

Mr. Ashok Kataria
Executive Chairman,
Ashoka Buildcon Ltd.

Mr. Pradeep Agarwal
V. P. India Bulls

Mr. Krishna Malge
CEO, Oxford, Nissan

Mr. Rahul Arora
BARCLAGS Bank City Head Labilities

Prof. Dr. V. P. Sharma
Chairman, Center for Management in Agriculture, IIM, Ahmadabad

Mr. Niranjan Mantri
Zonal Head Systematix Shares & Stock (I) Ltd.

Mita Borse
Chairman, Systematix Shares & Stock (I) Ltd.

What our Mentors say...

From the Corporate
Success in true
sense is to excel
in academic,
personal and
spiritual
achievements.

The ambience at
MITCOM is truly
inspiring for
students, blending
educational goals
with all-round
human
development
What our Mentors say...
From the Corporate

Success in true sense is to excel in academic, personal and spiritual achievements.

The ambience at MITCOM is truly inspiring for students, blending educational goals with all-round human development.
The Art of Being 'Professional'

Dear Students,

You are fortunate to get an opportunity to study a professional course in an esteem institute such as MIT. Some of you would have embarked on your journey of being a Professional and many of you would be entering into a Professional world soon. The foremost objective of a course such as an MBA is to develop a new generation of business leaders, uniquely equipped to both thrive in and contribute to the dynamism and complexity of the current world economy.

There will be a very high degree of expectation from you as you enter into the corporate world now or later. It is therefore important for you to understand the true meaning of being a 'Professional'.

Emphasize on the passion for the chosen field and view of monetary gains as a valuable by-product. Ability to adapt and make mid-course corrections should be your attitude.

I would like to cite an excerpt from the book – “The Professional” by Subroto Bagchi. This book defines a professional and then gives the recipe to become one. The ability to work unsupervised and the ability to certify the completion of one's work differentiates a professional from someone who is simply professionally qualified. Becoming a professional is a journey undertaken by a person who observes his own behavior and actively guides it as he is exposed to different opportunities during the course of his career. It is the difference between obtaining a degree and living the education. Entry into any profession requires professional integrity over anything else and Integrity is personal.

Being rooted is a key requirement for carrying success on your shoulders without being burdened by it. The professional world really craves authenticity, do not dismiss it as old fashioned. Only a great person can express a negative emotion for the right reason to the right degree at the right time. In extremely high pressure situations, often the best emotion to express is control.

A professional does not let go of the basic ability to work because it is like losing your fingers. No one gives you power ... it is generated within. Both feeling powerful and powerless in a given situation is an inner feeling. In every profession, the ones on the top should be aware that the top of the totem pole is a temporary accommodation.

Saying no ... As a professional, you must set the limits and when you do, people will respect you for it.

Do not be fazed by the size of your adversary. The size of your adversary determines the size of your success. A true professional will always question and find the root cause. The professional competence of a nation is determined in the way its plumbers, carpenters, auto-mechanics and others engage with a problem and a customer. Without this, we simply cannot become world class despite churning out neurosurgeons and software engineers. It is not enough to be the best-skilled person, one must respect life and living things.

Trust cannot be replaced by competence. One comes across all the shades of professionalism in one's career and it will take courage to become a professional.

Wish you good luck and great success as you enter the corporate world, grow and excel in your career exhibit professionalism.

Sonal Sushil Modi  
Centre Head-Training (Learning & Edu.)  
Pune/Navi Mumbai Centre/  
Larsen & Toubro Infotech Ltd.
Effective Communication -
The Need of A Time

Students in the institutions of higher education aspire to become leaders in business and industry in future and rightly so as they are being trained to understand and manage the intricacies of commerce.

But what seems to be lacking according to my observations and interaction with students are soft skills which include effective communication, both oral and written and also being a good listener.

Myriad books have been written on management where the underlying factor is highly developed soft skills.

Certain qualities and characteristics which were taken for granted in previous generations are difficult to find in the present times.

Humility, helpfulness, loyalty to organization, colleagues, being a team player and so on are much talked about but not practiced.

There is no willingness to start at the bottom of the ladder, gain experience, apply education to the activity which will be the differentiator and put the individual ahead of the co-workers who have not had the advantage of higher education.

The attitude of questioning the way things are being done and finding better more efficient ways of doing what is required is missing. There is unquestioning acceptance of the way things are with little effort to make things as they should be.

Resistance to change is inbuilt in human beings regardless of gender, age, occupation, education levels or nationality. People tend to become comfortable in a particular environment and are reluctant to move from their comfort zone.

Soft skills enable the leader to get the organization to “buy in” to changes in the organization. It is necessary to recognize that change has to be introduced gradually in a manner which makes it acceptable.

Of course, certain crisis situations may require strong, immediate and decisive measures which will cause pain and dissatisfaction. It is for the leadership to try to mitigate the hardships arising out of rapid change and restructuring.

Leading from the front, or leadership by example is the best form of leadership. A leader is one who imbibles and absorbs himself / herself all the traits described above and inculcates the same qualities throughout the organization.

M. A. Tejani
Managing Director
GITS Food Products (P) Limited, Pune
Let Success Chase You, You Need Not Chase Success

Student life is the most crucial phase which shapes our future, to fulfill our goals in life. The period of professional education, is most important, where we need to excel in our academics while acquiring basic skills to develop leadership and become good human beings. Naturally, students are subject to a lot of pressure and difficulties to make significant achievements in their endeavor. The urge to achieve success haunts the mind and often, builds up pressure and many times, end’s i in frustration. Hence, it is necessary to take a pause in life to plan the course of action and identify the priority activities, to be done diligently to ensure that we are in the direction’s of our goal. We need to have a clear picture of our target achievements and allocate adequate time for all the activities to be carried out on time and as per the schedule. Then, we need not chase success. Instead, success will chase us.

Achievement’s in particular and what we perceive as success, is short-lived. Look at how the students who have secured high ranks in their primary and secondary schools, have performed in the future. There are many students who have not excelled in their academics but have achieved a great deal in their lives. Furthermore, you cannot call a small event in your life success. For instance, in any examination, there can be only one who secures first Rank. If first Rank is the measure for success, then almost all the students except one, will have to be considered unsuccessful! This is neither rational nor fair. This is an example of how, many students suffer by taking a wrong indicator to measure success although it is necessary to study well to gain the required knowledge and skills.

Success in true sense is to excel in academic, personal and spiritual achievements. A person with good physical and spiritual orientation, good academic background and considerate towards the welfare of the society, is bound to take the path of success which will ensure happiness forever. Spiritual and social lessons are essential to build human development skills, which contributes significantly to our performance. Fortunately, the MAER’s MIT College of Management, Pune, has created an ambience for the students to realise the secret of their success. MAER regards the ancient Indian philosophy and recognises the contribution of our spiritual and social leaders to society to be the actual role models for our young generation. The ambience created, motivates the students to maintain a harmonious balance between good academics and good spiritual and human values. With such orientation, success is bound to chase students of this Institute. There is no need for them to chase success. This is the true meaning of the verses of Shrimad Bhagavad Gita, which emphasises that one should keep doing one’s work without aspiring for success because good work is bound to bring good results.

I am very fortunate to have attended the MBA Inaugural Programme of the Fifth Batch of MIT College of Management held on August 10, 2011, and interact with the enthusiastic students and dedicated Faculty who respect our culture and values. This is essentially enabling the students to concentrate on their studies, rise to higher positions and become good human beings. Thus, MAER has not only been imparting management education but also molding our younger generation to groom themselves into leaders in society and promising citizens of our nation. It is indeed a pleasure to be a part of this Institute.
Product Strategy Concepts

Executive Summary

In today’s competitive market environment, organization’s ability to continually roll out new products consistent with strides in technology and keeping up with competition is critical to its survival and growth. Unlike in the past, single product companies are facing strong headwinds and they are compelled to take hard calls on expanding their product range based on market demands. Managing multi product is a very challenging for any organization as they need to strike a fine balance; on one hand it has to fulfill market aspirations yet maintain product profitability on the other hand it has to minimize product cannibalization. That’s exactly where having a sound product strategy come in!

This paper gives overview of various considerations for evolving a products strategy for any organization. Starting with definition of Product strategy, important aspects of product strategy, document touches upon benchmarking and competitive analysis and prior to closing it talks about considerations such as costing, lifecycle planning and risk aspects. Objective of this concept note is to provide guidelines for evolving a Product strategy by taking deep dive in to various considerations enlisted.

Product Strategy

Prior to defining what product strategy is, let’s try to quickly establish understanding of strategy. There are multiple ways to articulate meaning of strategy and for the purpose of this concept note we will settle for following:

Strategy is the direction and scope of an organization over the long-term; this achieves advantage for the organization through its configuration of resources within a challenging environment, to meet the needs of markets and to fulfill stakeholder expectations.

Product strategy is essentially a sub-set of overall corporate strategy. Strategic vision of any company states where a company wants to go, how it will get there, and why it will be successful. Product strategy then is like a roadmap, and like a roadmap it’s useful only when you know where you are and where you want to go.

A. Product Portfolio:

Product portfolio typically will comprise of multiple products that organization is promoting in different markets / geographies and that too in different segments. Each of these products need to deeply analyzed technically as well as commercially. Subsequently they need to be grouped under categories as per the BCG matrix. Depending on which product falls where, hard calls need to be taken regards to Phasing In and Phasing Out.

I. Stars

• Products in markets experiencing high growth rates with a high or increasing share of the market
• Potential for high revenue growth

II. Cash Cows

• High market share
• Low growth markets – maturity stage of PLC
• Low cost support
• High cash revenue – positive cash flows

III. Dogs

• Products in a low growth market
• Have low or declining market share (decline stage of PLC)
• Associated with negative cash flow
• May require large sums of money to support

IV. Problem Child

• Products having a low market share in a high growth market
• Need money spent to develop them
• May produce negative cash flow
• Potential for the future?

B. Benchmarking and Competitor Analysis:

Benchmarking is the process of identifying “best practice” in relation to both products (including) and the processes by which those products are created and delivered. The search for “best practice” can take place both inside a particular industry, and also in other industries (e.g. - are there lessons to be learned from other industries?).

The objective of benchmarking is to understand and evaluate the current position of a business or organization in relation to “best practice” and to identify areas and means of performance improvement.

Competitor Analysis is an important part of the strategic planning process from following aspects:
Every product has a 'shelf life' and organization must draw a road-map having important milestones in the journey of entire life cycle of a product. This is done by roping in cross functional teams from finance, SCM, Sales and service functions to effectively plan ahead of time their respective activities.

This ensures that damage due to product obsolesce, dead inventory, wasteful sales efforts are if not eliminated at least kept to minimum.

F. Risk Assessment

Journey of a product through its life-cycle is seldom free of any bump. Surprises from internal as well as external business environment do come once in a while uncalled. Organization should dedicate resources to anticipate these conditions ahead of time and work around a plan that would safe-guard its interest.

Risk identification and mitigation plan during WTG life cycle in various stages related to Finance, technology, SCM and markets is a critical part of the product strategy.

In conclusion, product strategy has great significance and relevance in organization’s overall strategy and growth plans. Vigilantly formulated product strategy harnessed with effective execution mechanism certainly helps organizations achieve its corporate objectives.
Financial Inclusion - A Far Cry of The Poor in India

The Govt. of India has mainly two objectives for equitable and sustainable development in the rural INDIA

1. Institutionalization of Rural Credit delivery system (IRCDs).
2. Total Financial Inclusion (FI)

While, the IRCDS refers to substitution of informal financial channels by timely, adequate and hassle free institutional credit, the FI refers to provision of banking services to all at affordable rate of interest.

The rural financial system in India is over a century old and one of the largest in the WORLD. The institutionalization of credit started with the establishment of Cooperatives in 1904. In 1954 it was observed by the Rural Credit Survey Committee (RCSC) set up by RBI that the share of institutional credit was only 3% of the total rural borrowing. The formal rural credit institution then existed were only the COOPERATIVES.

It was said that “Coop. Failed but they must succeed.”

The Green revolution and High Yielding Variety (HYV) programme led to intensive agriculture cultivation which required massive credit inputs from 1966 onwards.

The AIRCRC 1969 again set up by the RBI envisaged larger role to CBs in mobilising deposits and retail banking in rural areas. The NARIMAN Committee on Banks proposed each bank to concentrate on certain districts and thus the LEAD BANK Scheme came into being. The third constituent in the system came in 1975 – the RRBs to cater to the credit requirements of the rural poor and the weaker section of the society thru a local touch and low cost establishment costs.

Certain sectors of economy – Agriculture, SSI, small traders among others were accorded PRIORITY sector lending status. The target was initially set up to achieve 33% by March 1979 and 40% by March 1985. The direct finance to Agriculture and allied activities was mandated to reach a level of 18% by March 1989. This led to massive proliferation in the number of bank branches in the rural and semi urban areas from 517 in 1969 to 34996 in 1998. The credit flow for agriculture and allied activities increased from Rs. 2945 crores in 1987-88 to Rs. 18078 crores in 1998-99. This credit flow which had reached a level of Rs. 87000 cr. in 2003-4 further increased to Rs. 228000 cr. in 2006-7 and Rs.366919 cr. in the year 2009-10. Thus massive amount of funds have been infused in the rural economy in the country in the past 6-7 years. Even this exponential growth in flow of agriculture credit has neither had a significant effect on substitution of flow of credit from informal credit sources to formal institutional sources nor has it been able to provide for Total Financial Inclusion by all the RFIs’ outlets in India.

All-India Debt and Investment Survey (AIDIS), 2002. Revealed that over a period of 40 years, the share of non-institutional sources of credit for cultivator households had declined sharply from about 93 per cent in 1951 to about 30 per cent in 1991, with the share of money lenders having declined from 69.7 per cent to 17.5 per cent. The share of money lenders had again increased to 27 per cent, while that of non-institutional sources overall rose to 39 per cent. In other words, notwithstanding the massive outreach of the banking sector, the formal credit system had not been able to adequately penetrate into the informal financial markets; rather it seems to have shrunk in some respects in recent years.

As per NSSO data 2004, 51.4% of farmer households are financially excluded from both formal / informal sources. Of the total farmer households, only 27% access formal sources of credit, one third of this group also borrow from non-formal sources. Nearly 73% of farmer households have no access to formal sources of credit.

Overall, the population covered by each branch has come down from 63,000 in 1969 to 16,000 in 2007 and the total number of check-in accounts held at commercial banks, regional rural banks, primary agricultural credit societies, urban cooperative banks and post offices during this period has risen from 454.6 million to 610.3 million. Still, very few people in the low-income bracket have access to formal banking channels. Only 34% of people with annual earnings less than Rs. 50,000 in urban India had a bank account in
A combination of problems such as unemployment, discrimination, poor skills, low incomes and poor housing. These problems are linked and mutual.

A broad working definition of financial inclusion as given by the Committee on Financial Inclusion is as under:

“Financial inclusion may be defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost.”

Thus the financial inclusion can further be explained as an endeavour to ensure that a range of appropriate financial services is available to every individual and enabling them to understand and access these services. Apart from the regular form of financial intermediation, it may include a basic no frills banking account for making and receiving payments, a savings product suited to the pattern of cash flows of a poor household, money transfer facilities, small loans and overdrafts for productive, personal and other purposes, insurance (life and non-life), etc.

Overall strategy for building an inclusive financial sector may be based on:

a. Effecting improvements within the existing formal credit delivery mechanism;

b. Suggesting measures for improving credit absorption capacity especially amongst marginal and sub marginal farmers and poor non-cultivator households;

c. Evolving new models for effective outreach, and leveraging on technology based solutions.

Two funds had been constituted with NABARD - Financial Inclusion Promotion & Development Fund, for meeting the cost of developmental and promotional interventions and Financial Inclusion Technology Fund to meet the costs of technology adoption. Each Fund will have an initial corpus of Rs. 500 crore, with a start up funding of Rs. 250 crore each, to be contributed equally by GoI / RBI / NABARD and annual accructions thereto.

It needs NABARD to take an aggressive & liberal approach and promote faster
introduction of the IT-enabled services like Smart Card, Bio-Metric Card, ATMs etc. to effectively make use of these funds in furthering the cause of Financial Inclusion.

To extend hassle-free credit to bank customers in rural areas, the general credit card (GCC) schemes was introduced to enable customers’ access credit on simplified terms and conditions. The IT-enabled services like Smart Card, Bio-Metric Card, ATMs etc., have generally met the challenges to increasing the scope and coverage of financial inclusion.

Financial Inclusion exercise taken up by Banks needs to be implemented vigorously by innovative measures like:-

- KCC for crop loans, GCC for non farm sector,
- JLGs for tenant, oral lessee, share croppers etc.,
- SHGs for poorest among the poor and the largely excluded population,
- Mobile Vans for unbanked areas,
- Farmers Club for small and marginal and other farmers,
- Business Facilitators / Correspondent.

Banks will need to innovate and devise newer methods and techniques of bringing other such customers into their fold.

The operational strategy should attempt at:

- Simple procedure for sanction of loans,
- User Friendly approach in giving credit and related other services,
- Financial Literacy and Education,
- Clear and simple terms of loan and recovery,
- Incentive of larger loans after repayment of earlier loan,
- Regular monitoring and supervision of loan a/cs.

Ensure quality of service, timely and adequacy of credit and market related interest rate on loaning.

Lastly it would be desirable to mention that Rural Financial Institutions (RFIs) have a great business prospects in the Rural Clientele which cannot and should not be ignored. India and its States cannot undermine the importance of the SUSTAINABLE and INCLUSIVE RURAL PROSPERITY. It would therefore be desirable for the RFIs to prepare and equip themselves with appropriate STRATEGIES, RESOURCES and MECHANISMS to fulfill the aspirations of the RURAL MASSES.

Overall an ATTITUINAL change is also required to be developed amongst the Branch staff which at times is found wanting in extending helping attitude and approach to the poor. A realization of the PREDICAMENT of the rural poor and assessment of their realistic financial requirements can only bring an ERA of Sustainable and Equitable development of the RURAL INDIA our “BHARAT”

Sukhbir Singh Sangra
Chief General Manager (Retd.)
NABARD, Pune
Retailing industry becoming one of the most dynamic sectors in India with numerous players jumping into this market makes it competitive and lucrative.

Strategy is about a certain direction, the real results are in the execution. So, start with execution, get to see results, work it back to strategy. Grow at a pace where learning adds to wisdom. Don’t be in a hurry to carry a large title, which you cannot carry.
Retailing industry becoming one of the most dynamic sectors in India with numerous players jumping into this market makes it competitive and lucrative.

Strategy is about a certain direction, the real results are in the execution. So, start with execution, get to see results, work it back to strategy. Grow at a pace where learning adds to wisdom. Don’t be in a hurry to carry a large title, which you cannot carry.
How do you define a successful life? Is it by how much money or stuff you have amassed, or is it by the legacy you leave behind? All too often we equate a successful life with material possessions. Yet, there are millions of people out there who lead successful, fulfilled lives who may be of modest means. They may not be rich in the financial sense, but they are rich in life and values.

So what are the things we should strive for to make our lives successful and have a positive impact on those around us? Here is a list of traits that I think defines what true success in life is all about. Does your list differ?

- **Sincerity.** Be sincere in your actions. Don't try to deceive or impress others. Be yourself, and do what you feel is right based on your values and beliefs. You will be surprised at how people accept you when you stop trying to be someone you aren't.
- **Unfeigned.** Be genuine in what you do; your actions speak louder than your words. Don't falsify or embellish events that may have happened. Don't say one thing and do the other.
- **Wholehearted.** Be enthusiastic about what you do. Show it. Be committed to life and everything that you set out to accomplish in life. Devote yourself to your family, friends, and community and commit yourself to being the best father, husband, wife, mother, friend, and neighbor you can be.
- **Honest.** Be honest in your dealings with yourself and with others. When others interact with you, let them see someone who is reputable, respectable and genuine. Do what you say you will do and never use fraud or deception to get ahead in life. Let ethics, morals, and honor be your compass.
- **Heartfelt.** When you do something for someone, or they do something for you, let your thanks and emotion be openly and outwardly expressed towards them.
- **Hearty.** Be someone who displays an honest, warm, and exuberant personality to those around them. Let your feelings show and let them be genuine when they do.
- **Personal integrity.** Always follow your heartfelt values, and never let a situation or anyone steer you away from doing what you know is right. Be someone that people can look up to and respect and not someone who trades his or her moral values for material gains in life.
- **Incorruptibility.** Let it be known that you stand firm for what you believe in and that your morals, values and actions are not for sale. Don't let outside forces corrupt the person you are.
- **Sound.** Show good judgment and sense in life. Don't let prejudices or emotions cloud your judgment.
- **Whole.** Be focused on what you want to achieve in life. Give everyone you interact with your complete and undivided attention.
- **Wisdom.** Gain from the wisdom that is inside you. Understand the inner qualities of people and learn how to understand situations that might be different than we are used to.
- **Compassion.** When someone is in distress, reach out with a genuine interest in helping alleviate their suffering.
- **Altruism.** Think of others without thinking of yourself. Do good things for people without expecting something in return for yourself.
- **Magnanimous.** Be generous in life. Give of your time, money and wisdom. Share with others so they can see the true joy and adventures of life themselves.

These are the qualities I think helps lead a person to life a successful life. Clearly everyone's views will differ, as they should.
Branding, For the Differential Advantage

If you look at the present market scenario, you will find that every product category is flooded with very identical products. Take Category soft drinks, it has too many “Me too” products. Have a look at 2 wheelers, 4 wheelers, consumer electronics, FMCG, fast food, cell phones, computers and many more. All these categories are flooded with too many products. All these products have good quality but do not have the same sales volumes and share of market.

Only those products from the above mentioned categories have very good sales volume and market share which are “Brands”. This is possible of the process of “Branding”. Branding is building a product/brand in the customers mind. In other words it means “to make your product stand for something” in the mind of the customer. It also means to “differentiate” your product, service from the crowded marketplace. Branding “pre-sells” a product or a service. In other it is simply an efficient way of selling today.

Thus a successful branding program creates a perception that there is no product or service in the marketplace quite like your product. The power of a brand lies in its ability to influence consumers buying behavior. One can build a brand in any, almost any product category. In Indian market scenario, categories like bread, milk, mithai, spices, atta also have brands.

Branding is the very essence of marketing. Branding has transformed the marketing process. There is thin line between the two. Today products are bought and not sold. A brand name is special word in the consumers mind. Branding opportunities lie in creation of new markets and not in pursuit of existing markets. But if a successful brand name is extended everywhere, that brand name loses its power. Consumers look for brands that have a narrow scope and are easily identified by single, short word.

What others say about brand is much more crucial than what you can say about it yourself. This is how brand building takes place. Positive word of mouth is brand building. The best example is “TATA NANO”. Even before it was launched it was already a brand as it generated huge publicity. However, there are factors which can strengthen or weaken a brand. If a brand “Expands” everywhere, it becomes weak. Companies make this mistake by using its successful brand name everywhere. But if a brand contracts, or becomes narrow or singular can become powerful, because it stands for something.

A brand must have a good catchy, original name. It should also own a word in the consumers mind. For e.g. In India biscuits is Parle, chocolate is Cadbury, butter is Amul, truck is TATA, auto rickshaw is Bajaj, mosquito coil is Good night, toothpaste is Colgate, soft drink is Cocacola, soap is Lux, hair oil is Parachute, Crossword is book retailing, Surf excel is detergent, antiseptic is Dettol, motorcycle is Hero Honda, small car is Maruti, bank is SBI, batting is Sachin Tendulkar etc.

In today’s competitive scenario products are bought and not sold. It is due to the effective branding program. Traditional high pressure salesmanship is slowly declining. Only those products become successful in the marketplace which stand for something and make a position in the consumers mind. To be successful today everything has to be branded. Almost anything can be converted into a brand if some fundamental guidelines are followed. In a crowded marketplace branding provides an opportunity of differentiation and creating a perception of uniqueness, provided it is done carefully.

Think like a customer and you will be successful.
Global financial markets have already been affected by Euro Zone Crises i.e. European Debt Crises. We are also feeling the impact in India as the capital markets in India too are feeling the heat of these crises. Economist's world over are pondering over to find out the solution so as to resolve the crises.

Let us first understand the root causes of these crises. The seeds of the Euro zone crises have been sowed well before the 2008's sub prime crises.

The formation of the European Union (EU) and the single currency (Euro) prompted EU peripheral countries to borrow at lower interest rates. Countries like Greece borrowed at interest rates lower than inflation rate. Resultantly peripheral countries raised huge debt (In case of Greece the it is as good as 160% of GDP). One must understand why these countries raised such huge loan and they were not defaulters till recent past.

Let us consider the situation in Greece. Greece issued the Greece bonds to raise the money the money so raised was used to keep the voters happy by paying high wages and pensions instead of using for productive purpose. (These Greece Bonds are now Junk Bonds)

The Euro zone crises are mainly due to lack of growth of economies of European peripherals and their limited bail out capabilities, resultantly debt burden became unsustainable. Now the sources of funding European Bonds are getting dried up this has lead to credit crunch leaving businesses unable to raise the funds. Cross border lending is also getting difficult day by day. European banks are likely to collapse due to funding shortages, since sources like long term bond, deposits from customers, short term borrowings from money market is becoming difficult with every passing day. (European bank Dexin has already collapsed)

As the capital is moving out EU countries the real value of currencies is tumbling which leads to inflation and increased import cost. Various measures are being taken to rescue these countries (mainly Greece, Portugal & Ireland) from the present crises. European Central bank is already buying Govt. bonds of over indebted countries. Also to reduce the current account deficit immediate budget cuts and tax modifications are being implemented. These measures have however failed to resolve the crises and it's impact. Resultantly global economy in general and European economy in particular is in down turn. Unless these economies bounce back the external support will hardly yield any result. Social and political unrest likely to be sever in countries like Greece. The economy of 17 EU countries is almost stagnant and unemployment is growing at faster rate leading to recession which may further worsen the situation.

One major impediments to resolution of these crises lack of fiscal union between members of Euro, (i.e. monitory union without fiscal union)
The death of Couture?
Or does it really exist in India?

Take a walk past the gullis of India, and you are sure not to miss “Couture” tagged somewhere, a tagline or a suffix, onto a signage of a fashion store. Make the mistake in Paris and you could be tried by the law in the country to use the word.

Lesser known is the real meaning of couture to most of us and lesser do we value real couture. So what is it? Does it really exist in India or are we fooling ourselves to satiate our inner desires to really own a line for ourselves. Well it took me time to understand and am still on a journey to figure out whether was even couture ever born in India? Google Indian couture and we get a million listings of Bridal Wear, so is that couture? If the godfather of Couture, Charles Fredrick Worth had lived till date, he would surely wish he never saw the death of couture.

Take a walk back in history and trace the roots, for the french the term haute couture is protected by law and is defined by the Chambre de commerce et d’industrie de Paris based in Paris, France. Their rules state that only “those companies mentioned on the list drawn up each year by a commission domicilled at the Ministry for Industry are entitled to avail themselves” of the label haute couture. The criteria for haute couture were established in 1945 and updated in 1992.

To earn the right to call itself a couture house and to use the term haute couture in its advertising and any other way, members of the Chambre syndicale de la haute couture must follow these rules, Design made-to-order for private clients, with one or more fittings, have a workshop (atelier) in Paris that employs at least fifteen people full-time, each season (i.e., twice a year), present a collection to the Paris press, comprising at least thirty-five runs/exits with outfits for both daytime wear and evening wear.

So yes to some, Indian designers do fit the bill, big workshops, expensive bridal lines, made to measure and add on a stir of a million showings at the fashion weeks, couture is alive in India, or is it? So where does the confusion lie? In search of answers I get a chai with one of the hand embroiders in Mumbai who works for a top line designer. And so “what kind of work do you do?”, he pauses and gives me a stare as if I committed a crime, and says “my karkhana works on top line bridal couture, we set patterns, propose it to the designers and we are busy round the year.” So I candidly ask him. “Oh so in essence you are the designer for the embroideries”, and he gives a smile, “sir aj kal designers log ko kaha time hota he, sab ham karte he, woh to selection kar lete he”. Wow so now who is the real designer is the next question leave alone the aspect of couture. Still in an amaze I take a drive to the posh Mumbai shopping area for Indian Couture as they say, and my luck I bump into an NRI excited to get her line for her wedding. We talk a bit about London, and then to the point, so you in India to shop for the wedding? She goes “its cheaper, more options to choose from, made to measure which otherwise is expensive in England, and I get my self a couture line made and my friends back in London are going to be so jealous of me.”

So did you meet the designer? “No but his main assistant gave me her exclusive time, I saw the catalogue and ordered, and they customized it to my size and color options, I am so excited to get an exclusive piece done for me”, hasn’t it crossed her mind that a million NRI’s have chosen the same one, the only customized bit was the sizing.

So what’s happened to couture? So talk to a designer and what’s their take?

“Couture is a piece of Fine Art, everything about it is exclusive, exquisite and a one off, but I as much as I would like to invest my time onto a piece, I just don’t have the time, I have a million weddings round the corner”, says one of the top names in the industry. So where is the real Couture? Does it really exist in India? Or is it just a miniscule fragment of the fashion industry but the word is over used?

Days later in our very own city, on a drive to pick up a fashion stylist from Italy, from Deccan to Camp and to Koregaon Park, she was amazed to see the number of couture stores we had, “Pune out does Milan for sure in couture she smiles”, and that’s where I began to question myself, have we abused the word as much, or are we still illiterate on the concept of couture or does it just not exist.?

Anyways, lets welcome spring season with a fashionable smile.

“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.”

- Coco Chanel
Important Factors:
For Organized Retailing in India

Introduction
The word ‘retail’ is extracted from the French word ‘retaillier’ meaning ‘to cut a piece off’ or ‘to break bulk’. In simple terms it involves activities whereby products or services are sold to final consumers in smaller quantities. Although retailing in its various formats has been around in India for many years, it has been confined for a long time to family owned corner shops or mom and pop shops popularly known as kirana shop.

The Fact File
Retailing in more developed countries is big business and better organised than what it is in India. Report published by McKinsey & Co. in partnership with Confederation of Indian Industry (CII) states that the global retail business is worth a staggering US $ 7 trillion. The ratio of organised retailing to unorganized in US is around 80 to 20, in Europe it is 70 to 30, while in Asia it comes to around 20 to 80. Hence there lies a great scope in India.

In India the scenario is quiet unique, organised retailing accounts for a mere 5% of the total retail sector. Although there are around 5 million retail stores in India, 90% of these have a floor space area of 500 sq.ft. or less. The emergence of organised retailing in India is a recent phenomenon and is concentrated in the top 100 urban towns and cities.

The Reason for growth
This emergence of organised retailing has been due to the demographic and psychographic changes taking place in the life of urban consumers. Growing number of nuclear families, working women, greater work pressure, changing values and Lifestyles, increased commuting time, influence of western way of life etc. have meant that the needs and wants of consumers have shifted from just being Cost and Relationship driven to Brand and Experience driven, while the Value element still dominating the buying decisions.

Also, with the liberalization of Indian Economy in the early 1990’s the employment and income from the service sector has lead to the burgeoning of the so called ‘Middle Class Consumers’. The lifestyle and purchasing power of this segment has fuelled the growth of organised retailing.

Important Factors for Organised Indian Retail:
After considering the above given facts about the organised retailing in India, it is a need of the time to understand some vital factors that could affect the future of organized Retail in India.

Consumers – Who understands the Indian consumer the best will win in the end. What do we mean by the Indian consumer? Is it the teenager in Mumbai who commutes by local train, buys fashionable clothes from Linking Road and watches movies at the multiplex? Or is it the housewife who buys vegetables from the sabzi mandi and saves up money for chicken on Sundays. Or is it the fisherman out at sea who uses a cellphone to communicate his catch to the market on the shore? The Indian consumer is hard to pin down. As someone wisely said, the Indian consumer shifts loyalties with every 25 kilometers and with every 10 Rupees. The dimensions to deal with include class, education, language, caste and local customs in addition to the standard marketing dimensions used in the West.

Merchandising – Merchandising is what retailers do. This aspect has not received much media attention in India. However, this is often what differentiates a successful retailer from a flash in the pan retailer. Examples that come to mind include Zara, 7-Eleven and Walmart. Put simply, merchandising is the art-science of deciding what to sell where, at what price and when. The retailers that understand the Indian consumers and provide the right products at the right price will beat the competition.

Talent – This is already becoming a bottleneck for several Indian retailers. Experienced corporate professionals as well as fresh talent at the store level are hard to come by. The retailers that are able to retain their talent and provide them with growth opportunities could
Important Factors:
For Organized Retailing in India

Prof. Dr. Bhupinder Chahal
Academic Head

Introduction
The Reason for growth

The Fact File

Merchandising

Important Factors for Organised Indian Retail:
- fashionable clothes from Linking Road
- and watches movies at the multiplex’

Or The word ‘retail’ is extracted from This emergence of organised retailing is big business and better organised than what it is in India. Report Also, with the liberalization of Indian Economy in the early 1990’s what retailers do. This aspect has not received much media attention in India. However, this is often what differentiates a successful retailer from a flash in the pan retailer. Examples that come to mind include Zara, 7-Eleven and Walmart. Put simply, merchandising is the art-science of deciding what to sell where, at what price and when. The retailers that understand the Indian consumers and In India the scenario is quiet unique, After considering the above given facts... in India, it price will beat the competition. 5% of the total retail sector. Although is a need of the time to understand there are around 5 million retail stores some vital factors that could affect the Future of organized Retail in India. bottleneck for several Indian retailers.

Talent
- This is already becoming a huge concern in operations. Effectively getting products indirectly is greatly admired. Retailing India where... might think. allowed, we will see our domestic the aim of giving world class quality players like The Future Group and Reliance Retail leading the way. What competition has lead to... and customer loyalty with every 5 rupees. Hence retails outfits needs technology and systems which can manage and interpret these dynamics, and thereby help the management to take real time decisions” said one of the pioneers of Organised Retailing in India, Mr. Kishore Biyani of Pantaloons.

One of the major technological innovations in organised retailing have been the introduction of Bar Codes, it provides real time information of products sold, which in turn helps online inventory management and also allows the manufacturer to organise production planning and distribution management.

Organisations like A C Neilson have come up with Decision Support Services Systems which help in sophisticated multi-dimensional reporting, data navigation, analytical modeling, graphical presentations and expert system tools. Also issues like shoplifting have been address to with introduction of sensors and tags.

Supply Chain
- This often quoted but not-so-often understood term basically refers to the back-end operations of a retailer. This includes the entire network of suppliers, warehouses, and distribution centers and logistics operations. Effectively getting products to the right place at the right time is a lot tougher than it sounds when there are thousands of items and hundreds of stores involved. The supply chain infrastructure needs to be built from the ground up in India. This could easily affect the balance sheet of any retailer planning to start operations in India.

Policy
- Although most people agree that FDI in Retail is just a matter of time, what this means is that till FDI is allowed, we will see our domestic players like The Future Group and Reliance Retail leading the way. What will happen when FDI is eventually allowed is anyone’s guess. If the examples of Brazil or China are taken into account, we will see a lot of consolidation with a few (6-8) large players remaining and several smaller niche players. Retail is a highly localized business (local preferences, local talent), so there is no guarantee that a foreign player will do better than an Indian player, as evidenced by Walmart’s failures in Germany and Korea. Surely, there are interesting times ahead!

Conclusion
The extraordinary role played by retail sector throughout the world in increasing productivity of consumer goods and services are commendable. And it is also becoming a major industry by creating millions of employment opportunities to people directly and indirectly is greatly admired. Retailing industry becoming one of the most dynamic sectors in India with numerous players jumping into this market makes it competitive and lucrative. Though organized retail sector is serving the needs and aspirations of high end and middle class customers but ignoring the common man’s needs and aspirations are lamentable. So, the organized sector should look at the common mans needs, and his ability, affordability and go ahead, then only the aim of giving world class quality products at affordable prices to common man dream will come true, thereby contribution to the economic growth and up lifting the standard of living there by serving humanity.
Mantras of Interview Skills
(Know Thy self, Know Thy Company and a Positive Attitude)

Getting your dream job is something expected answer. Such knowledge shall dawn on a person by undertaking research of oneself i.e. Know your capabilities, skills, attributes and try to match them with the requirements of the job description and specifications systematically. Secondly it is important to know the product, business, network, reputation, culture, traditions, image, pay package requirements, the job profile, the processes of the company and try to match these with your own acumen to get the right fit but with a very positive attitude.

Know Yourself
You may think; don’t I know myself? What so big about it? What’s the problem in talking about myself? Here I would say that yes there is a problem in talking relevance about yourself to the employer. The moment you start speaking, extempore, about yourself, you realize that you had taken it for granted and wish that you could have prepared yourself a lot on the subject. Let me tell you that this is one subject you wouldn’t have studied anywhere, but it is the subject that is essential for your own happiness and quality of life and that is “YOU”! This will be the most exciting adventure you will ever embark upon during the journey inside yourself.

The Mantras
Therefore it is essential to prepare a proper answer to every query that may appear from the resume and also have an in depth knowledge of each expected answer. Such knowledge shall systematically or logically i.e. by matching the capabilities to the required work specifications. It is the gut feeling that lets you go through the task till you realize that you have missed on those small achievements while you were looking for the bigger ones and resultantly end up with neither of the two. The need of the moment is to be able to describe yourself lucidly without any hesitations and without mincing or mixing the words so as to be able to satisfy the question. Honesty, being the basic matrix, should ooze out of everything that you say or commit. The output of this winning question is directly proportional to the degree of preparation put in by you. Answer, if not prepared properly, may leave you repenting over the relevant part missed. Therefore Guru-Mantra here is ‘Love yourself feel blessed’.

Know your company
The most practical reasons for this knowledge is that neither the employers nor the employees accept ignoramuses. It’s strange to note that a job seeker loses track of the fact it’s worth knowing the pay package requirements, the job profile, the processes of the company. During an interview wherein every moment you are on test bed; may be at home, with your own friends, in public or in professional life. The moment you expose your resume to the interviewer, you are on the test bed to be validated for the truth and to fathom the depth you have by the interviewer. One of the common mistakes which we commit is by preparing a questionnaire well but not the answers to the questions. We fumble with the answers and resultanty fall prey to our own doings.

Some relevant indicators of a business are:
- Businesses web site: For Correct and Factual Basic information; At
times it has all that you need to know.

- **Local advertisement** in the absence of website.
- **Chamber of Commerce**: Nearly all established businesses are part of the local Chamber of Commerce.
- **Sales figures and Annual reports** published for the public and the Government for inputs on how the business is doing.

Having known the companies culture, background, standing in the market, the job profile, the pay scale etc not only instills confidence in you but also places you on a platform wherein you can take the right decision to mould and match answers in accordance with the company’s requirements but in your favour. You are thus able to put yourself in the HR manager's shoes, provide him the right fit and gain substantial advantage.

**Positive Attitude**

Positive thinking gives you an exponential advantage on the entire activity. Guru Mantra is to focus over the thoughts, words and images that are conducive to growth, expansion and success. It is a mental attitude that expects good and favorable results. A positive mind anticipates happiness, joy, health and a successful outcome of every situation and action. Whatever the mind desires/expects, it finds and it invariably happens. During an interview, this approach puts you in an advantage situation wherein you are willing to accept challenges even when you are new or lack expertise/experience to perform. Positive and negative thinking are both contagious. Your attitude alone can create an environment of positivity in the existing forum an bring it to a win-win situation for you.

You will agree that life is like an interview wherein every moment you are on test bed; may be at home, with friends, in public or in professional life. Of the three steps given above, if followed, can certainly make a human being successful, happier, confident and a progressive person. It’s said that “Live looking at the lesser than the mightier” you will feel better but let’s not stop dreaming to be mightier with a focused approach.

Some essentials add on for you would be to dress professionally, reach in time, carry your well prepared folder with latest resume, keep a smile on your face, maintain a firm eye contact, exhibit confidence and always take time to say thank you after a job interview which is an indicator of good etiquette, positive outlook and also reinforces your interest in the position. Qualification or experience does matter but these simple steps prove your real worth. Ultimately what matter are your performance and your attitude towards your work.
These are people who you would like to emulate. They may not be charming person, but these people exhibit positive behaviors which you may want to imbibe. Have someone as role model. In a difficult situation, think how your role-model might react, that brings in the wisdom to deal with different and difficult situations.

**Mentor** – Identify and seek out a mentor in the company that you join, with whom you can discuss professional ideas and as well confide, seek solutions with respect to personal and adjustment problems.

**Personality** – Adhere to some very basic timings and time-tables, build a sense of professional attitude. Dress well, look well, speak well, and enhance your overall personality. Enroll in music lessons, cultivate a hobby and be serious about it.

**Manager** – As much as you are making a transition, remember that your manager is also making adjustments with you. Also, managers need not know more than you from a subject matter perspective. As long as they can extract commitments and deliverables from people in a meaningful way, they are super-managers. Remember, managers need not be subject matter experts. That is why you are employed to find solutions to real life problems. So, there is no point in giving rough-time to yourself or to your manager on these irrelevant issues.

**Strategy vs. Execution** – Being ambitious is important, but being overtly ambitious drains you. Often youngsters want to do only strategic jobs and want to reach senior management levels in a jiffy. Remember, you don’t grow 6 feet tall by the time you are 5 years old. Everything takes time, seep the experience of working in corporate world, understand the dynamics, else you will end up as a dwarf amongst tall people. Strategy is about a certain direction, the real results are in the execution. So, start with execution, get to see results, work it back to strategy. Grow at a pace where learning adds to wisdom. Don’t be in a hurry to carry a large title, which you cannot carry.

**Learning** – This is probably the most important part of managing one’s career. As one keeps climbing the ladder, the breadth of business; domain; technical experience; managerial capability; and leadership direction abilities matter significantly. For even those, who want to be subject matter experts or technologists, basic people & business understanding truly come in handy.

**Communication** – One way to give super-shine to your career is having great communication skills. Speak well, write well and understand corporate etiquette. Work diligently on the following - How to speak publicly? How to make effective presentations? How to write powerful e-mails? etc

**Initiative** – Don’t escalate problems, take initiative to solve problems – that is the best way to learn, get noticed and grow. Everybody has problems, but only few take the trouble to solve. Problem-takers are loved in any company. Importantly, take ownership of problem and take it to completion. Remember, if you take up something, do it with full attention and package it well. It is better not to attempt, if you think you won’t eventually complete it. Management love people who take ownership and accountability.

**Next job** – If you have the right skill, there is always a next job available. Do not jump jobs for the sake of just an increase in salary. Look at the larger picture of learning and value-add. Think about the culture, freedom and the access to build knowledge. Know the people who you would want to work with. Can they make a difference to your life? Stick to a company for a long-time; grow with the company’s evolution. See different business cycles, build relationships, innovate, learn, contribute, and leave your signature behind even before you think of moving on. Unless you are being slave-driven, there is no significant need to move to the next job.

**Visibility** – Be visible in subtle ways. Besides putting forward your views and pointers in meetings, try participating in company extra-curricular activities, social events. This improves visibility at the leadership level. Be Cheerful – You only have one life. Live it, make merry, enjoy, and kiss the world. Inculcate good friends, go out, watch movies, listen to music, and love
somebody. Bring cheers to others and you can feel happy in the reflection of others happiness.

**Teamwork** – Esoteric word for a lot. Essentially, it means “working-together” and not working at each other. The focus should always be the task at hand and how to help each other to accomplish that. Schools teach you winning by performing. Corporate teaches you winning by performing “together”. Philosophically speaking, there is nothing as “winning or losing” - it is just a state of mind. True win is when your team mates win.

**Recognition** – All our lives we have looked at getting patted in the back. We do something and look up to our parents, friends and well-wishers to pat us and feel good. There is no end to how much recognition one needs; it is just ego-massage. True recognition is self-recognition, where you truly feel happy for having done something wonderful. If you feel perfectly satisfied at having achieved something, then celebrate failed and importantly learned - what not to do; what doesn’t work and how to make things happen. Don’t be worried about failures; worry if you haven’t experienced some. Experiment before somebody else does and learns.

**Dream** – Dream of what you want to do. Unless you dream, you will be log on the river and will float with tide. Dream to make difference to this world. Dream to become something, be passionate about something which you desire.

**Family roots** – Family matters so much. Nuclear families are self contained and at times develop so much freedom & independence that relationships perish. Be in touch with your family, make them feel good, especially give a lot of love to your parents, they will not be with you forever and they need you now more than ever. It is a difficult time for every parent when the birds at home fly to make their lives. It is transition time for them as well. Hold their hands, speak to them regularly and spend time with them - otherwise one fine day, you will notice that you have climbed the career ladder, but don’t have your family anymore to share the joy with you.

**Health** – At your age, everybody takes it easy on health because body auto-corrects most ailments. So indulgence in excesses is common and it eventually takes its toll. You don’t have to spend enormous amount of time worrying about it, thankfully God has made the body robust enough for you us to live a long and healthy life. A little care, good habits, a small walk, little exercise, a sport, moderation in eating – really go a long way in creating a successful career roadmap.

**Money & Comparisons** – Some of your class-mates will always earn better than you, some others will earn much lesser than you. There is no end to these comparisons. In fact the more you compare, the more uncomfortable you will feel. Instead, look for learning and value-addition to the company and to yourself. Money will always flow to good people. Capital follows knowledge. That is the mantra of the new economy. Look at long-term wealth creation, don’t day trade; invest in your career for the long-term. Having high disposable income at early stages in career changes your lifestyle which perhaps you may not be able to manage, just in case there is a dip in the company results and in your compensation.

**Entrepreneurship** – We always here stories of people from college making it big with their ideas. That is great. However, remember that the success stories we hear are less than 0.5% of the student population. Ideally, a little experience, great idea, great partners, pre-existing customers, reasonable capital will give a good start to the overall entrepreneurial experience. Don’t be in a hurry, take your time. Some are really lucky to work in successful start-ups. Typically in start-ups, one gets a breadth of experience in start-ups, gets to learn more, matures faster, gets good business perspective, grows faster and hopefully makes good money eventually. Good Luck and enjoy life, for you have only one.

and feel good. Best form of recognition is to recognize others who have made your life meaningful. Praise others; you don’t lose anything, nothing in fact.

**Social Work** – Give back something, because you have gained so much from the society and the country. Meet with the less fortunate, spare some time, understand the motivations. There is always a soft-glow underneath. It will stimulate to think differently and inculcate a sense of citizenship and responsibility.

**Failures** – Nobody has learnt to play football without scars. Great players have fallen more than they have risen. It is the rise, which often gets portrayed though. People have put in hard-work,
Six Sigma In Libraries

The indispensable goal of any library is “users’ satisfaction”. Six Sigma helps us to do continues appraisal and improve the quality of the library to satisfy the library users in an effective and better manner.

This Article is insist on implementing Six Sigma in library field. The principle of this study is to seek for applications of Six Sigma as a result for well-organized alertness administration. In addition it aims to launch information infrastructure and secure service in the competitive world to improve users' satisfaction.

**Definition**

Six Sigma is uniquely driven by close understanding of customer needs, disciplined use of facts, data, and statistical analysis, and diligent attention to managing, improving, and reinventing.

**Benefits of Six Sigma**

- Six Sigma helps to understand and manage customer requirements
- Line up the key business process to achieve the needed requirements
- Exploit accuracy in data analysis to minimize defects in the process
- Bring fast development and continue improvement to business process.
- Minimizing the effort and maximizing the profit
- Helps to work smart rather than hard.

- Bringing the efficiency among employees

**Quality management process in libraries**

Generally libraries are giving much attention on quality service to focus on customer satisfaction. Quality service can be delivered if libraries improve its management efficiency. Library is a place where enormous of information is acquired, stored, classified and disseminated to its users at the maximum to satisfy their needs.

**Methodologies of Six Sigma**

There are two types of methodologies in Six Sigma one is DMAIC and another is DMADV.

- DMAIC stands for Define, Measure, Analyze, Improve and Control. DMAIC, which is used to improve an existing business process.
- DMADV stands for Define, Measure, Analyze, Design and Verify, which is used to create new product designs or process designs.

**DMAIC**

First emphasize on “Define” the problems, the opportunity, the process, the projects, the goals and the customers. The second one is “Measure”, which helps you to decide current level, current process and decide customer needs and requirements. “Analyze” is the step which guide you to decide the origin and source of the defects. The fourth step “Improve” is to improve the process by eliminating defects / performance / current procedure / standard of work. At last the finest step is “Control”, which makes you to look and take control all the above acts.

DMAIC cycle method should repeat again and again for continuous improvement

**Define:** This is first and foremost stage. Where, we have to start the process. We have to find out what is the problem, define it clearly and analyze from where it starts. This phase helps us to make “problem statement”.

In general we can raise the following questions.

- Define library users' needs?
- Define the better service to provide to the library users?

- Define the user group of the library?
- Define the current problems, present and existing requirements for the library users?
- Define the solutions for forthcoming and existing problems in the library?

**Measure:** The second stage of DMAIC process is “measure”. The purpose of the stage is to collect data and facts related to problems with customers.

**Analyze:** In this stage, we have to analyze the origin of the problem. Analyze the structure to make out the ways to eradicate the distance between the library users and library staff. Analyze the root cause of the problem to find the better solution.

**Improve:** This stage makes to improve the library condition from past to present and help us to do better in future.

**Control:** The ultimate stage of DMAIC is ‘control’. This stage helps you to review and update the process.

**Conclusion**

Six Sigma is generally used in manufacturing sector to minimize the wastages and to assure the quality in such a way the same can be implemented in libraries to develop the process and improve the standard of the library to satisfy the users.
“Most of us are untouched pebbles, we need a mentor who can polish and groom us into diamonds”
Concern of the future persuades us to buy insurance policy. In an attempt to safeguard our future we opt for insurance policies but many of insurance policies available in the market are none of our use. But we buy them as we can't foretell our future. We try to cover our bad time financial needs. Insurance companies well know this common public fear and provide a range of insurance policies planned to shield us from a horde of disasters that sort from disease to disability and rest in between. Here are top five insurance policies that are probably of no use for us.

1. Credit Card Loss Insurance
This circumstance is already covered by banks and they offer no liability of card holder in case of credit card theft and purchase. So any insurance policy covering your credit card loss is of no use or simply wastage of your premium.

2. Credit Card Insurance
Opting for a credit card insurance coverage is also of no use as in most of the adverse circumstances credit card companies themselves cover the part of wrong payment, misuse, or any other type of unwanted fraud or loss over credit card. So any credit card insurance policy will remain of no use for you.

3. Mortgage Life Insurance
Mortgage life coverage may seem to you as a useful insurance policy as it recompenses your house in the incident of your death. But the fact is it will just add to your insurance premium or to the list of your insurance policies. Instead you should opt for a good life insurance policy and that will deliver sufficient money to recompense your mortgage as well as rest expenses. At the end, the mortgage isn't the rest bill your dependents will have to pay after you.

4. Flood Insurance
Flood insurance is of no use unless you live in a severe flood prone region or having a fruitful farm house and agricultural land that can be affected of flood. So don't even bother to think of flood insurance.

5. Disease Insurance
Health insurance policies exist to cover heart, cancer and other diseases. So don't try to figure out and opt for all likely diseases that you may come across. Rather than think of a good health insurance policy and invest into that. This policy will alone cover your medical bills and saving your pocket at the time of need.
Right Use of Loan To Build Your Personal Wealth

Taking a loan seem to us as a hectic task as well as we never prefer to take a loan unless it is inevitable. You must be surprised that loan can prove to be a great tool to enhance your personal wealth. You must be amazed that how a debt can turn into wealth. But its true a loan can offer you several profits. Loans are always misunderstood as a mechanism for help in poor financial status. However, truth is different that is almost all wealthy investors repeatedly utilize loans to help themselves become more wealthier. Where loans are concerned, you might find that you are one of two broad types of individuals.

Loan is basically the fund borrowing in poor financial status to be used to satisfy the financial need. Loans have several options as well as diverse lenders such as banks, finance companies or relatives. Always ensure that you never put a stress on you by taking a loan. It is advisable to assess your income as well as expenses before jumping for a loan. A simple EMI can put a lot of stress on your finance so prefer the loan as much you can easily pay.

Loan can prove as personal wealth, the first instance loans are a great tool of tax saving. Many loans offer higher tax benefits. A home finance will serve you get rid of the recurring rental as well as tax rebate. So its making a sense of two way saving and in this scenario a loan will prove as building your wealth.

Also if you have better investment opportunity and you are running short of finance then at this time a loan can prove as wealth buider. Take this instance if you are taking a loan and its interest rate is 10% and you have an investment opportunity offering 11% or more than that then you should opt for loan and invest to garner more wealth. Keep in mind, if you have an investment mechanism which would offer you return rate that is upper than the interest you are repaying the loan.

If wisely utilized a loan can prove to be a smart mechanism to assist you in building the personal wealth. Only follow the rule to opt for the amount of loan you are capable of repaying with no extra stress on your finances. Following these you can easily avail great benefits of loan or personal finance.
Management In Agriculture, Need of Future..!

Agriculture is the foundation of Indian economy as it provides food for mankind and raw material for industries. Agriculture has been practiced since ancient times, when other developmental sectors were not even in existence and farming was mostly treated as a life sustaining activity. Today, agriculture field has achieved commercial importance and has tremendous potential of being one of the powerful sectors contributing to nation's GDP. Due to the impact of globalization; production and marketing have become the buzz words in agriculture sector; biotechnology and precision farming. Agriculture has achieved satisfactory growth since last few decades, but presently due to the various national and international factors, the agriculture growth is relatively stagnated. Agriculture policy, driven by bursts of fear and enthusiasm, often shows politicians in a very poor light the world over: serving up short-term fixes for public worries over food security and pandering shamelessly to farm voters. Is India facing a lasting crisis in agriculture and a serious threat to its food security? In a word, yes. Why it is happened..? It’s only because of lack of management in agriculture.

When yesterday's idea, today's planning, becomes tomorrow’s implementation, then that process we called 'Management'. Over and above, education plays a prime role in achieving the development in any sector. Currently, agribusiness education is one of the promising qualifications helps to mould the personnel into potent managers having managerial expertise. To realize the real potential in Indian agriculture and to grow it to the point of a prospective sector, it has become a necessity to manage the sector like a professional enterprise. In India, education system in agriculture started in early nineteenth century and today its education, research & training sectors are globally recognized for its quality. The agriculture degree course contains various subjects related to technical as well as professional background like extension, entomology, animal husbandry, engineering, statistics, biotechnology, and many more which helps students in widening their sectoral knowledge. Majority of farmers and small entrepreneurs are not well-versed about standard practices required during pre-harvest as well as post harvest operations and management, which undoubtedly plays a vital role in overall productivity. As a result of this, the farmer, who is the key performer in farming, is not getting passable returns to his produce. We have a tradition of agricultural production and related commercial activities; the time has come to think of value adding activities. Therefore, the next logical step is value added agriculture. This will bring in added revenues as well as more gainful employment in India.

In agriculture, the term value added is used when we talk about the profitability of agriculture. Value addition is the process of creating value in a product to acquire a greater portion of the value of that product at final sale. Value added means different things to different customers. To a food customer, value added may indicate a high protein or pesticide free product. The 'management in agriculture' gives an option of joining the agricultural corporate sector as one of the good career alternatives. The corporate sectors involved in production and distribution of pesticides, fertilizers, seeds, farm equipments are some of the usual options available. Now days, there is excellent job potential in food processing sector; this is a wide area involving fruits, vegetables, fishery, meat & poultry, dairy, apiculture, sericulture sector etc. The other blooming sectors which have tremendous growth opportunities are organic farming, biofertiliser industry, retail sector, Agri- Banking, Biofuel sector, FMCGs etc. Management has wide scope in developing the trained manpower in different area of operations in agriculture viz. management personnel to cater cooperatives and agriculture industry, policy makers for overall financial sector, trained teaching staff to cater academic field, technically sound team to serve research area etc. India is not short of agricultural land. Per capita, we have as much as Italy and Germany, both highly efficient agricultural producers. It is not short of water: the monsoons, while sometimes disappointing, can be counted upon to reward sensible water management policies and programmes. Above all, India abounds in admirable human capital: optimistic, hard working, endlessly entrepreneurial. If any country can succeed in boosting world agricultural production, it should be our country i.e. India. The future of India is in the knowledge industries and wide range of other disciplines like biotechnology, nanotechnology and the like in agriculture also, if proper management is done. It should solve the basic requirement and food crisis of India which will arises in future.Hence, I should concluded that Management in Agriculture, is not only today's but also future's need.
The outsourcing of the HR Processes was extremely trendy few years ago as it was the easiest way to decrease number of employees in Human Resources department without a visible impact on the internal clients. The HR Outsourcing has its own rules and it has to be well prepared as the level of the service does not decline and the HR Team has a good chance to manage the activities of the outsourced services provider.

What is Human Resource Outsourcing

Human resources outsourcing is when a company gets an outside party to perform some or all of their HR functions. Outsourcing can be used for a number of different HR related activities. Human Resource Outsourcing (HRO) helps an organization to gain cost and time efficiencies and provides cutting edge over their human resource strategies and improves service improves services to their employees.

Why Human Resource Outsourcing

HR is an essential partner in developing and executing organizational strategy. As is evident HR is something that is really critical to an organizations functioning. Human Resources (HR) responsibilities include all the related functions that work towards employee well-being in the organization including payroll, benefits, hiring, firing, and keeping up to date with state and federal tax laws.

The recent competitive challenges of the global marketplace are creating demand for Expert human resource outsourcing HRO providers in order to manage non-value adding administrative business function of their businesses thereby facilitating the businesses can concentrate on their core competencies.

How does Human Resources (HR) Outsourcing helps

Human Resources Outsourcing helps in boosting organizational performance with many strategic benefits like eliminating the redundant non-core HR functions, increasing cost competitiveness effectiveness and helps in maintaining strategic HR focus.

Thus, HR outsourcing can

- Help in structural reduction of the Human Resource Management (HRM) cost base, by identifying the non-value adding activities and eliminate the hidden HR operations costs.
- Help in identifying the inefficient Human Resources (HR) Administration processes and HR practices.
- Helps organization to focus on human resource performance.
- Help organizations to serve their employees better.

HR Outsourcing Services & Its Operational Models

PEO: Professional employer organization

A Professional Employer Organization (PEO) assumes full legal responsibility of a company's Human Resources. The PEO and business owner work as associates, where PEO handles the human resource aspects and the owner handles core business.

BPO: Business Process Outsourcing

Business Process Outsourcing refers to outsourcing in all fields for overall process improvements, not just outsourcing human resource functions. HR based BPO function ensures that organization is compatible with latest HR automation and technologies.

ASP

Application Service Providers (ASPs) offers HRIS support via latest HR software and web based HR solutions.

E-services

E-services, outsourcing electronic HR services is a means to procure web aware online utilities for the organizational HR process improvement. The E-HR service providers offer value added web based applications to cater to the need of the employers.

Role of Human Resource Outsourcing Service Company

When a company outsources HR functions, some services go with the "all-or-nothing" approach, requiring that they handle all the HR functions or none at all. Others offer their services "a la carte," meaning the company can pick and choose from the human resources outsourcing services they offer.

HR Outsourcing Services Features

- Payroll administration: Produce checks, handle taxes, and deal with sick time and vacation time.
- Employee benefit Administration: Health, Medical, Life, 401(k) plans, cafeteria plans, etc.
- HR management: Recruiting, hiring, and firing. Also background interviews, exit interviews, and wage reviews.
- Risk management: Workers’ compensation, dispute resolution, safety inspection, office policies and handbooks.
- Benefits of Outsourcing HR Services
  1. Low Cost of service
  2. Time saving
  3. Controlling the Hassle factors
  4. Improved HR Efficiencies
  5. Focus On Core Activities
  6. Reduced Overhead
  7. Operational Control
  8. Staffing Flexibility
  9. Develop Internal Staff
Laughter is the Best Medicine

The Health Benefits of Humor and Laughter
Humor is infectious. The sound of roaring laughter is far more contagious than any cough, sniffle, or sneeze. When laughter is shared, it binds people together and increases happiness and intimacy. In addition to the domino effect of joy and amusement, laughter also triggers healthy physical changes in the body. Humor and laughter strengthen your immune system, boost your energy, diminish pain, and protect you from the damaging effects of stress. Best of all, this priceless medicine is fun, free, and easy to use.

Laughter is good for your health
- Laughter relaxes the whole body. A good, hearty laugh relieves physical tension and stress, leaving your muscles relaxed for up to 45 minutes after.
- Laughter boosts the immune system. Laughter decreases stress hormones and increases immune cells and infection-fighting antibodies, thus improving your resistance to disease.
- Laughter triggers the release of endorphins, the body’s natural feel-good chemicals. Endorphins promote an overall sense of well-being and can even temporarily relieve pain.
- Laughter protects the heart. Laughter improves the function of blood vessels and increases blood flow, which can help protect you against a heart attack and other cardiovascular problems.

Laughter and humor help you stay emotionally healthy
Laughter makes you feel good. And the good feeling that you get when you laugh remains with you even after the laughter subsides. Humor helps you keep a positive, optimistic outlook through difficult situations, disappointments, and loss.

The link between laughter and mental health
- Laughter dissolves distressing emotions. You can’t feel anxious, angry, or sad when you’re laughing.
- Laughter helps you relax and recharge. It reduces stress and increases energy, enabling you to stay focused and accomplish more.
- Humor shifts perspective, allowing you to see situations in a more realistic, less threatening light. A humorous perspective creates psychological distance, which can help you avoid feeling overwhelmed.

The social benefits of humor and laughter
Humor and playful communication strengthen our relationships by triggering positive feelings and fostering emotional connection. When we laugh with one another, a positive bond is created. This bond acts as a strong buffer against stress, disagreements, and disappointment.

Laughing with others is more powerful than laughing alone
Shared laughter is one of the most effective tools for keeping relationships fresh and exciting. All emotional sharing builds strong and lasting relationship bonds, but sharing laughter and play adds joy, vitality, and resilience. And humor is a powerful and effective way to heal resentments, disagreements, and hurts. Laughter unites people during difficult times.

Using humor and laughter in relationships allows you to:
- Be more spontaneous. Humor gets you out of your head and away from your troubles.
- Let go of defensiveness. Laughter helps you forget judgments, criticisms, and doubts.
- Release inhibitions. Your fear of holding back and holding on are set aside.
- Express your true feelings. Deeply felt emotions are allowed to rise to the surface.

Laughter and Relationships
Mutual laughter and play are an essential component of strong, healthy relationships. By making a conscious effort to incorporate more humor and play into your daily interactions, you can improve the quality of your love relationships as well as your connections with co-workers, family members, and friends.

Bringing more humor and laughter into your life
Creating opportunities to laugh
- Watch a funny movie or TV show.
- Go to a comedy club.
- Read the funny pages.
- Seek out funny people.
- Share a good joke or a funny story.
- Host game night with friends.
- Play with a pet.
- Go to a "laughter yoga" class.
- Goof around with children.
- Make time for fun activities (e.g. bowling, miniature golfing, karaoke).
Discouragement

Once upon a time it was announced that the devil was going out of business and would sell all his equipment to those who were willing to pay the price. On the big day of the sale, all his tools were attractively displayed. There were Envy, Jealousy, Hatred, Malice, Deceit, Sensuality, Pride, Idolatry, and other implements of evil display. Each of the tools was marked with its own price tag. Over in the corner by itself was a harmless looking, wedge-shaped tool very much worn, but still it bore a higher price than any of the others. Someone asked the devil what it was, and he answered, "That is Discouragement." The next question came quickly, "And why is it priced so high even though it is plain to see that it is worn more than these others?" Because replied the devil, "It is more useful to me than all these others. I can pry open and get into a man's heart with that when I cannot get near him with any other too. Once I get inside, I can use him in whatever way suits me best. It is worn well because I use it on everybody I can, and few people even know it belongs to me." This tool was priced so high that no one could buy it, and to this day it has never been sold. It still belongs to the devil, and he still uses it on mankind.

MORAL-
Be Courageous In Any Condition... :)

Ajinkya Choudhary
AFBM Marketing,
MBA-PGP Batch 5
• Doing is very good, but that comes from thinking. Little manifestations of energy through the muscles are called work. But where there is no thought, there will be no work. Fill the brain, therefore, with high thoughts, highest ideals, place them day and night before you, and out of that will come great work.

• Take up one idea. Make that one idea your life-think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.

• If you have assimilated five ideas and made them your life and character, you have more education than any man who has got by heart a whole library.

• It is thought which us the propelling force in us. Fill the mind with the highest thoughts, hear them day after day, and think them month after month. Never mind failures; they are quite natural, they are the beauty of life, these failures. What would life be without them? It would not be worth having if it were not for struggles.

• The only remedy for bad habits is counter habits; all the bad habits that have left their impressions are to be controlled by good habits. Go on doing good, thinking holy thoughts continuously; that is the only way to suppress base impressions.

• Always remember that each word, thought, and deed lays up a store for you and that as the bad thoughts and bad works are ready to spring upon you like tigers, so also there is the inspiring hope that the good thoughts and good deeds are ready with the power of a hundred thousand angels to defend you always and for ever.

• Let positive, strong, helpful thought enter into their (children’s) brains from very childhood.

• Evil thoughts, looked at materially, are the disease bacilli.

• The body is made by the thought that lies behind it. The body politic is thus the expression of national thought.

• If we make ourselves pure and the instruments of good thoughts, these will enter us. The good soul will not be receptive to evil thoughts. evil thoughts find the best field in evil people; they are like microbes which germinate and increase only when they find a suitable soil.

• Those who are always down-hearted and dispirited in this life can do no work.

Power of Thoughts - Swami Vivekananda
Economic Reforms v/s Rural India

It has been a two-decade-old history of economic reforms in India. Reforms were undertaken in 1991 under duress and this has been the story since then. Though every government since 1991 has embraced economic reforms, the impression that national consensus has backed economic reforms is wrong. The fact is that there is no consensus on economic reforms within the various political parties and across the political spectrum; the Left parties remain stubbornly opposed to them and the people at large are completely indifferent.

Every government, therefore, adopts a minimalist approach and does only what is pressing and unavoidable. Taking recent example of FDI in Multi Brand Retail. One of the promising policy was opposed, the reason for disapprove was lack of consensus. There is no doubt that India has travelled far as an economic power after the initiation of economic reforms. The new normal for GDP growth is 8-9 per cent; anything less creates the impression of a crisis. Economic reforms have no doubt brought economic growth, prosperity, increased per capita income and improved living conditions, but these benefits have not been shared widely amongst the people and regions of the country. Economic reforms have only made regional disparities, income disparities and caste and class disparities more noticeable.

Majority of India’s population is in rural area and rural area is neglected in this economic reform. Reason behind this problem lies in our planning process itself, the thing is the process is more focused on individual and not as a whole. This situation didn’t arise after post-liberalization but it was there in pre-liberalization period also.

If today we visit to villages which are in remote places we can see that they don’t have road connectivity, electricity, drinking water, health or education facility; nothing. People residing in villages are now slowly migrating to the urban areas because of lack of amenities. And such types of villages are plenty in our country. The idea behind telling this is rather than focusing more on making reforms in retail, airline and other industries (which are also important), our government should be more focused on making reforms for the development of the rural areas. It’s not that government have never made any policies, they have, but how many of them were actually implemented? Our dream of becoming super power by 2020 can only come true if our government takes rural area seriously. Not for the vote but for the betterment of people and development of India, the government should make a reform for rural areas. The biggest challenge in making these reforms for the government will be lack of consensus, which they have to handle tactfully.

Because the challenge for the future is to build a new India based on providing the basic amenities to all our people whom we take for granted and which still remains a distant dream for them.

Reference
http://indiatoday.intoday.in/story/yashwant-sinha-on-indian-economic-reforms/1/166555.html
God had bestowed all things, which helps man to survive in uncountable physical idealism, just say all living things. Every person has its own creativity, hidden attributes and as per that, perception of innovation may or may not take place. It relies on the implementation, proper direction, and magnitude use of our own capital (mind), among all. Entrepreneurship is one of the elements of the creative major.

Basically, when human beings consider themselves as a creator of something new, then assumption "ENTREPRENEURSHIP" exist.

Globally we understand that, Entrepreneurs always possess the quality to take risks, involve themselves on the edge of that thing that ignites us, as great voices told us “failure”.

Until failure comes to an end, when all hopes and activities will breakdowns at all levels; another light of the success will always remain in the pocket of every human being which is bestowed by god itself in our life.

Today, where competition rapidly comes to every task, people have to get themselves, as a "WORRIER" in the "BATTLE OF THE BUSINESS". They have to take on themselves, as a good Entrepreneur because we normally get stuck, when we face failure.

Whenever, we uncertainly face failure, then we conclude nothing to do and creativity wipes out.

The first step for the good entrepreneur is that he has to isolate the barriers like fear of failure, afraid of unsuccessful identity, and so on. These are some causes which always any young sophisticated person comes across to find himself, as an "Entrepreneur". E-activities (Entrepreneurship activities) are substantially different, depending on the type of organization that is being started; I am not talking about the size or structure of business. We assume only small starting towards major diversification.

Components
* Positive thinking
* Focus on your strength
* Work hard
* Indulge in networking
* Have the zest to learn
* Ability to face failure

For a E-Wisdom
* Know exactly, why you want to be an entrepreneur.
* Find a great mentor.

a) Your mentor should have already achieved what you looking to achieve yourself.

b) Make sure that your mentor in business, in still business.

* Choose your product wisely.
* Choose your vehicle wisely. E-commerce, marketing styles, new technologies for market.
* Personal growth & development.

I personally feel that, when I heard about entrepreneurship in a seminar in our MITCOM, I had realized, that we have to set ourselves on following path and then should start our journey as an entrepreneur.

* Starts with yourself.
* Read great books.
* Listen to CD’s or DVD’s.
* Be a great observer.
* Be honest.
* Stay humble.

Oh! "It’s not in our cup of tea", first barriers we always found, but dear friends only one thing always ticking in my mind that "How long we create something for others, and earn money, why we can’t do same for us, and make money, & makes jobs under our circumstances for others" ???
A Management Story told at IIM, Ahmedabad:
Something worth knowing

It's a fine sunny day in the forest and a lion is sitting outside his cave, lying lazily in the sun. Along comes a fox, out on a walk.

Fox: "Do you know the time, because my watch is broken"

Lion: "Oh, I can easily fix the watch for you"

Fox: "Hmm... But it's a very complicated mechanism, and your big claws will only destroy it even more"

Lion: "Oh no, give it to me, and it will be fixed"

Fox: "That's ridiculous! Any fool knows that lazy lions with great claws cannot fix complicated watches"

Lion: "Sure they do, give it to me and it will be fixed"

The lion disappears into his cave, and after a while he comes back with the watch which is running perfectly. The fox is impressed, and the lion continues to lie lazily in the sun, looking very pleased with himself.

Soon a wolf comes along and stops to watch the lazy lion in the sun.

Wolf: "Can I come and watch TV tonight with you, because mine is broken"

Lion: "Oh, I can easily fix your TV for you"

Wolf: "You don't expect me to believe such rubbish, do you? There is no way that a lazy lion with big claws can fix a complicated TV"

Lion: "No problem. Do you want to try it?"

The lion goes into his cave, and after a while comes back with a perfectly fixed TV. The wolf goes away happily and amazed.

Scene:
Inside the lion's cave. In one corner are half a dozen small and intelligent looking rabbits who are busily doing very complicated work with very detailed instruments. In the other corner lies a huge lion looking very pleased with himself.

Moral:
If you want to know why a manager is famous; look at the work of his subordinates.

Management Lesson
In the context of the working world:
Shri Krishna & His Differential Leadership: It's Relevance in today's world

Krishna was a leader by default - his name's meaning
A leader who was different from the current bunch:-
- No title (Charioteer, CM)
- No resources (Gave his army to kauravas)
- Service (Pandavas, draupadi, horses, rajusuyagha)
- Selfless (Define)
- Visionary (Removed the fear of Kansa, Kalia and Cataract...!)
- Loyalty (towards followers)
- Conclusion (Rosalynn Carter)

Whenever we hear about Shri Krishna, the very first thing that comes in front of our eyes is his godly image, and those millions of devotees waiting to get a glimpse of his on the midnight of Janamashtmi. However, have we ever tried to look at Krishna as a management guru or may be a leader..? Sounds crazy, but sadly, the answer is a big NO. In the times, when effective leadership is gaining importance right from gaining admissions in the likes of Harvarads and Oxfords, to the political scenario of Obamas, Modis and Gandhis etc, here is a leaf out from Krishna's life as a Visionary Leader, with differential qualities. Someone, who was a par excellence.

Before, we begin to understand Krishna and his leadership skills, we need to understand that the name "KRISHNA" in itself made him a leader by default. The meaning of his name says "someone who has power to pull or attract". This, if I put in more modern way it would term him as a "Charismatic" leader, which every other politician this days is trying to be. However, Krishna was charismatic by default.

The highlight of Krishna's leadership is that he was a leader who led without any titles. In today's relevance, I would like refer to a book which is the latest work of the celebrated leadership expert Mr. Robin Sharma. The title of the book reads "The leader who had No title: A modern fable on real success in business and in life". May be, the world is now, understanding the importance of the virtue of leading without a title. Krishna in the entire Mahabharata has been projected merely as a "charioteer". A "driver" to say in the modern terminology..! Leading without title is the concept that has rather prompted many CMs of the states to project themselves as Common Man and not as Chief Minister. But, Krishna practiced it almost 5000 years ago.

Talking of Krishna and leadership, another aspect that really strikes the attention is that he not only led without a title but also without resources. Remember the incident in Mahabharata where he gives all his resources to the Kauravas. You are talking of fighting a war, and not writing a war..!! Today, in times when the leaders keep every weapons of theirs secretly hidden, he was such who gave away all of them. Truly, a lesson for our leaders who always complain, about lack of resources be it at organizational level or national level. Besides this, Krishna was a leader who served selflessly. These days' people want a leader who not only leads them but, serves them. Krishna showed this not only by serving Arjuna, but also Draupadi when her dignity was about to be lost. He also served the horse of Arjuna, when it got injured and had to be fetched water, in the middle of the war when Arjuna was about to kill Jayathrat. And on the other hand, the last thing that we do in the name of service is to feed some grass to a cow, and that too because we want something good to happen to us. This is indeed selfish, but on the other hand, Krishna was selfless. Krishna did spoke a lie, but remember to speak a truth to promote yourself is selfish while speaking a lie to protect a greater good is indeed selfless..! This is what Krishna teaches us, Selfless service. Further, Krishna also gave a vision to the people. On one hand, he made the people of Mathura free from the fear of demon Kansa and on other hand from the multi-headed serpent Kalia, who resided in the river, Yamuna. It is said that many people's vision is being blocked not by cataract but because of fear..! And hence, when you remove fear from peoples' eyes, naturally you help them see more. The lessons from his life are relevant to us even after so many years. Only, a visionary can help us do so.

However, the most important aspect of leadership is loyalty. We have always been taught in business organization that a good leader has loyal followers. But, in Krishna's case it was the leader who was loyal to his followers. And hence when people ask that why are millions committed to Krishna even after 5000 years..? The only answer is that because it is Krishna who is committed to millions..! This is what he means when he says that I am just a servant of my devotees. Indeed a leader who was loyal to his commitment.

So, I would summarize Krishna as a leader who led without any title or resources, someone who served selflessly and someone who was loyal to his commitment. He was perhaps the greatest leader the world has seen. As Rosalynn Carter puts "A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go but ought to be". And, to re-assure remember, that Arjuna never wanted to fight a war, but it was Krishna who made him fight it, for the win of good over evil. The ultimate purpose to write this piece was to learn a lesson or two from Krishna's Differential yet relevant leadership, for the growing leaders of tomorrow..! And he remains as someone who undisputedly commands respect to be a Bhagwan..! Jai Shri Krishna.
Talent is not enough; champions have attitude and the strength to fight to the end

As a nation basks in the glory of winning the World Cup, and rejoices in seeing it's favourite son add that one missing trophy to his cupboard, maybe it is a good idea to step back and take a look at what makes winners - and winning teams - tick. Winning is a habit. And you can get into the habit too! So what separates a winner from the also-rans? You probably haven't heard of Karoly Takacs. But you must hear his story.

Takacs was a Sergeant in the Hungarian army. In 1938, the 28-year old was one of the best pistol shooters in the world and widely tipped to win gold in the upcoming Olympic Games. And then one day, disaster struck. In an army training session, a hand grenade exploded in his hand. And blew it away.

The potentially gold-winning right hand was gone. "Why me?" Karoly would have been excused for asking the question most of us would have asked. He could have become a onehanded recluse, cursed his fate, and wallowed in self-pity. Oh no, not Karoly. He was made of sterner stuff.

Instead of focusing on what he had lost, Karoly decided to focus on what he still had: the determination to succeed, the mental strength and - of course - a healthy left hand.

Within a month, Karoly was back on the shooting range, learning to shoot with his left hand. The right shoulder still hurt, the left hand was unsteady, but the mind was focused. Two successive Olympic games were cancelled due to the war, and finally the games came to London - ten years after Karoly's accident. Guess what? Karoly Takacs was chosen to represent Hungary in the shooting event.

And he won the gold. Shooting with his left hand.

We all have moments in our lives when we seem so close to glory , but suddenly lose everything. Our dreams get shattered. We feel vanquished. Crushed. Beaten. Defeated.

When that happens, think of Karoly. In fact, think like him.

Winning a gold medal in shooting is less about the hand, more about the mind. Life's like that. Skills can be acquired. It's the mental toughness that's the tough bit. The winner's mindset - that's what matters.
Cyrus Mistry among 12 global executives to watch in 2012: WSJ

Cyrus Mistry, the chosen successor of Ratan Tata to lead the Tata Group, and Apple's new boss Tim Cook are among the top 12 new business leaders to watch next year as they "navigate" through "intriguing business scenarios," says Wall Street Journal.

"A lot hangs in balance" for several new heads of prominent global companies next year, according to the Wall Street Journal, which said that the corporate world will be watching these leaders.

At stake is "reputations, money and survival," said WSJ of the 12 prominent heads of global companies.

Mistry has a year to learn the ropes of how to run one of the most successful and respected business empires in India, while he does his apprenticeship with outgoing chairman Tata, who retires in December 2012, it said.

"Does he have the business chops or is he just there because of his father? That's the question hanging over Cyrus Mistry, the 43-year-old heir apparent at India's flagship conglomerate, Tata Group," WSJ said, adding that Mistry will have time to learn on the job "before the answer becomes clear".

Mistry's curriculum vitae touts his achievements as Managing Director of his family's construction firm, Shapoorji Pallonji & Co. However, his father, reclusive billionaire Pallonji Mistry is the biggest shareholder in Tata Sons, Tata group's holding company, with a stake of about 18 per cent, WSJ said.

The other top executive to "watch in 2012" is Cook, who took over the reins of the technology giant Apple in August, just two months before the company's iconic co-founder Steve Jobs passed away.

"In his 10-plus years with Apple Inc, Cook has proved he's a whiz at running the technology giant's operations. In 2012, the world will learn how comfortable he is being the frontman too," WSJ said.

So far, Cook has received high marks from employees and investors who find him "affable but demanding" and who feel he has dug into Apple's operations and products with a similar attention to detail as did Jobs.

"Next year will bring another set of tests: Cook will likely take the stage as Apple trots out new versions of old devices, like the iPhone and iPad, and possibly some brand-new products, like a much-anticipated Apple television," the paper said.

Cyrus P Mistry to head Tata Empire, Succeeding Ratan Tata

At stake is "reputations, money and survival," said WSJ of the 12 prominent heads of global companies in which Tata's next boss Cyrus Mistry is included.
The 10 Habits

Many of our problems come from within our own minds. They aren't caused by events, bad luck, or other people. We cause them through our own poor mental habits.

Here are 10 habits you should set aside right away to free yourself from the many problems each one will be causing you.

- **Stop jumping to conclusions.** There are two common ways this habit increases people's difficulties. First, they assume that they know what is going to happen, so they stop paying attention and act on their assumption instead. Human beings are lousy fortune-tellers. Most of what they assume is wrong. That makes the action wrong too. The second aspect of this habit is playing the mind-reader and assuming you know why people do what they do or what they're thinking. Wrong again, big time. More relationships are destroyed by this particular kind of stupidity than by any other.

- **Don't dramatize.** Lots of people inflate small setbacks into life-threatening catastrophes and react accordingly. This habit makes mountains out of molehills and gives people anxieties that either don't exist or are so insignificant they aren't worth worrying about anyway. Why do they do it? Who knows? Maybe to make themselves feel and seem more important. Whatever the reason, it's silly as well as destructive.

- **Don't invent rules.** A huge proportion of those "oughts" and "shoulds" that you carry around are most likely needless. All that they do for you is make you feel nervous or guilty. What's the point? When you use these imaginary rules on yourself, you clog your mind with petty restrictions and childish orders. And when you try to impose them on others, you make yourself into a bully, a boring nag, or a self-righteous bigot.

- **Avoid stereotyping or labeling people or situations.** The words you use can trip you up. Negative and critical language produces the same flavor of thinking. Forcing things into pre-set categories hides their real meaning and limits your thinking to no purpose. See what's there. Don't label. You'll be surprised at what you find.

- **Quit being a perfectionist.** Life isn't all or nothing, black or white. Many times, good enough means exactly what it says. Search for the perfect job and you'll likely never find it. Meanwhile, all the others will look worse than they are. Try for the perfect relationship and you'll probably spend your life alone. Perfectionism is a mental sickness that will destroy all your pleasure and send you in search of what can never be attained.

- **Don't over-generalize.** One or two setbacks are not a sign of permanent failure. The odd triumph doesn't turn you into a genius. A single event—good or bad—often two or three don't always point to a lasting trend. Usually things are just what they are, nothing more.

- **Don't take things so personally.** Most people, even your friends and colleagues, aren't talking about you, thinking about you, or concerned with you at all for 99% of the time. The majority of folks in your organization or neighborhood have probably never heard of you and don't especially want to. The ups and downs of life, the warmth and coldness of others, aren't personal at all. Pretending that they are will only make you more miserable than is needed.

- **Don't assume your emotions are trustworthy.** How you feel isn't always a good indicator of how things are. Just because you feel it, that doesn't make it true. Sometimes that emotion comes from nothing more profound than being tired, hungry, annoyed, or about to get a head-cold. The future won't change because you feel bad—nor because you feel great. Feelings may be true, but they aren't the truth.

- **Don't let life get you down.** Keep practicing being optimistic. If you expect bad things in your life and work, you'll always find them. A negative mind-set is like looking at the world through distorting, grimy lenses. You spot every blemish and overlook or discount everything else. It's amazing what isn't there until you start to look for it. Of course, if you decide to look for signs of positive things, you'll find those too.

- **Don't hang on to the past.** This is my most important suggestion of all: let go and move on. Most of the anger, frustration, misery, and despair in this world come from people clinging to past hurts and problems. The more you turn them over in your mind, the worse you'll feel and the bigger they'll look. Don't try to fight misery. Let go and move on. Do that and you've removed just about all its power to hurt you.
Forgiveness, such a gentle fruit, calm and peaceful thing it sounds to the ear, the term witch demonstrates God's unfailing Love, the best tool to defeat an enemy, the best way to express humility and love and yet the toughest thing to achieve in life.

Forgiveness is an act which on practicing brings tremendous peace, joy, self respect, humility, virtuous character and much more satisfaction but one thing that many of us lack in life is our willingness to forgive. There are many benefits of forgiving and forgetting the wrong done to us all of which are considerably greater than what we would gain from holding hard feelings against someone. Our biggest troubles will soon seem smaller, and our smaller issues will soon be too minor to think about.

Bible says, if we truly forgive a person who sins against us then our father in heaven will forgive us for our many sins we did against Him out of our rebellious nature, all it takes is an act of humility and a good intention at heart to be able to forgive the major and minor wrong done to us by the people or else we keep battling with those negative thoughts which are a barrier to our self development keeping us confined to our comfort shell of narrow-mindedness.

A tree is known by the fruit it bears in the same way a good and noble person is known by his good intentions, his good deeds but from a wicked heart comes evil, foul lies, cussing, pride, crippled thoughts, gossip, hatred and so on, ultimately who is the victim? The person with a wicked heart who is giving up his joy over those deceived thoughts of his mind.

So friends, let's make our surrounding a beautiful place for us and others by practicing mercy and forgiveness on a day to day basis and not neglect that we are formed in the imagine glory of God not to mock or hate others but to Love as God Loves us.

You are a virtuous eagle not a hypocrite crow

---

**The power of Forgiveness**

*To err is human, to forgive is divine*

---

**Latika Gangil**

GEN+HR, MBA-PGP Batch-4

**Saumya Padhye**

RBM-HR, MBA-PGP Batch-4

---

**Change**

*Change is inspiring*

The best change often starts as one simple thought

*Change is Progress*

The smallest decision can make the biggest difference

*Change is Positive*

It brings an enduring transformation

*Change is Inevitable*

The sooner we open up to it, the better

*Change is the Essence of Life*

If we don't change, we don't grow

*Change is Future*

And it is here, right now.

*Be the change you want to see*
Many people talk about all the things they want to do. But success happens when you follow through with your ideas. Some people complain about having no time or disliking their job, yet they don’t take steps to better their lives. You have to decide what you want, and the rituals you will put in place to get there.

Resolutions and goals are a solid starting point but they only require words. The real progress stems from the actions you take on a consistent basis.

**Consider these Six Success Strategies to get in the game and create your best 2012.**

1. **Leverage Your Wins**

The process of acknowledging your wins helps to build confidence, believe in yourself, and think expansively about what’s possible. A win is an accomplishment that you feel proud of—big or small. If it matters to you and makes you feel good, it’s a win.

Regardless of how amazing or frustrating your life may be, I guarantee you will win. Wins could include: leaving a toxic relationship, scoring good grades in the subject you hate the most, being likeable by a bunch of brats, investing in share - market and receiving profit in your first investment, having your parents appreciating your choices, losing few extra noticeable pounds from your body, successfully changing jobs in a difficult economy, having a friend standing next to you during your hard times or even overcoming a failure. Past successes are one of the most powerful ways to motivate yourself to continue to take action.

**Believe in Yourself!**

2. **Be The CEO Of You, INC**

Regardless of whether you run a company or not, you have to step into the CEO role of YOU, INC. Being the CEO means you make yourself a priority, take responsibility for your actions, and make choices that align with your goals. This includes fueling YOU, INC. so that you can share your best self with your friends, family, and co-workers.

We will naturally create a better world by embracing the CEO role for our own life. So the next time someone asks, "What's right with the world?" hopefully, we can all say, "I am." The powerful piece is that your choices, energy, and contributions can create a more positive world.

Step into the CEO role for your life!

3. **Define What Success Means To You**

We all want success. But are you clear on what success means to you? Your definition is dynamic and specific to your values and what’s important to you. It’s much more effective to focus on YOUR top 1%, rather than on chasing THE top 1%. Does success mean building loving relationships? Making a certain amount of money? Buying a house? Volunteering? Spending quality time with your family?

Living your best life is dependent on doing what brings you energy, makes you feel alive and connected, and leaves you fulfilled. It’s not dependent on your status, role, money, or education, as society encourages us to believe. Take the time to continually redefine what success means to you. These are the ideas to put into action.

**Live Your Truth!**

4. **Focus On A Goal**

“Find a happy person, and you will find a project. Do yourself a favor, set a goal that truly excites you and adds meaning to your life rather than setting the same goal you’ve had for the past ten years but have not completed (such as lose 10 pounds). Yes, your goals need to be specific, measurable, actionable, in writing, and have a time-target, but the real movement starts when you go after something that is important—a priority—in your life. Three suggestions:

- **START WITH YOUR IDEAL VISION:** What would you love to achieve by the end of the year? Don’t let the obstacles push you off-course and compromise your goal before your journey starts.
- **LIVE IN YOUR STRETCH ZONE:** When you set a stretch goal you strive for something that you might not have thought possible.
- **TAKE SMALL STEPS:** Small steps are the key to building confidence and helping you adjust to the process of change. Small steps help to avoid all-or-nothing pitfalls and focus on sustainable progress. Even the process of writing something for your college magazine starts with one word to one page. Small steps lead to big results.

Put your goals into action!

5. **Drop The “Shoulds”**

Forget about what other people and society think you should do. If you want to shine in 2012, you'll need to seek your truth and pursue ideas and projects that you are passionate about. Go after what makes YOU smile. Invest your time and take action on the goals and priorities that make you happy.

**Focus on your top priorities!**

6. **Build A Top 1% Team**

Surround yourself with people who believe in you and want to see you do well. And, it's important to spend time with people who YOU think are winners, too. Your Top 1% Team needs to energize and fuel you rather than drain your energy. Your team can include people, books, music, quotes, yoga, YOU time, and more. Basically, anything that inspires you and helps you move forward with your goals.

**Surround yourself with winners!**

TOP 1% BOTTOM LINE: Ideas + action form a compelling combo to have a positively positive year. Celebrate wins along the way and always seek out ways to improve, expand your thinking, and take on new challenges. The journey starts by asking, “Am I living up to my greatest potential?”

---

**Pearl Puri**
GMBA Marketing,
MBA-PGP Batch-5
The Last Page... called Life Realization Begins

For me, inspiration starts with a cup of coffee. It's not really about the coffee; it's about the idea percolating in my head. Ideas usually come to me in the form of a vague image and nothing more. They come with no indication of whether they are a poem, a story, a script or something else. Luckily, I have no preference for a format—I'll write anything that feels like being written. But it won't be always this way. Well let me tell you a story, my personal story -

Approximately two years ago, when I had a business to rent cars, I used to drive my cars in complex situations when my drivers were absent. It was an exciting life, a life for someone who wanted no boss. What I didn't realize was that it was also a ministry. Because I drove mostly during the night, my cars became a moving confessional. Passengers climbed in, sat behind me in total anonymity, and told me about their lives. I encountered people, whose lives amazed me, ennobled me, made me laugh and weep. But none touched me more than a woman I picked up late one night.

I was responding to a call from this lady who used my services earlier but I didn't meet her personally ever until my driver was absent and she definitely was in need of a cab at midnight. I assumed I was being called to pick up some partiers, or someone who had just had a fight with a lover, or a worker heading to an early shift at some factory for the industrial part of the city. When I arrived at 2:30 a.m., the building was dark except for a single light in a ground floor window. Under these circumstances, many drivers would just honk once or twice, wait a minute, and then drive away. But I had seen too many impoverished people who depended on taxis as their only means of transportation. Unless a situation smelled of danger, I always went to the door. This passenger might be someone who needs my assistance, I reasoned to myself. So I walked to the door and knocked.

"Just a minute," answered an elderly voice. I could hear something being dragged across the floor. After a long pause, the door opened. A small woman in her 80s stood before me. By her side was a small nylon suitcase. The flat looked as if no one had lived in it for years. All the furniture was covered with sheets. There were no clocks on the walls, no utensils on the counters. In the corner was a cardboard box filled with photos and glassware.

"Would you carry my bag out to the car?" she said. I took the suitcase to the cab, then returned to assist the woman. She took my arm and we walked slowly towards my cab. She kept thanking me for my kindness. "It's nothing", I told her. "I just try to treat my customers the way I would want my mother treated". "Oh, you're such a good boy", she said. When we got in the cab, she gave me and addressed, then asked, "Could you drive through Magarpatta?" "It's not the shortest way," I answered quickly. "Oh, I don't mind," she said. "I'm in no hurry. I'm on my way to a hospice**.

I looked in the rearview mirror. Her eyes were glistening. "I don't have any family left," she continued. "The doctor says I don't have very long.*" I quietly reached over and tore off the meter reading. "What route would you like me to take?" I asked.

For the next one hour, we drove through the city. She showed me the building where she had once worked as an operator. We drove through the neighborhood where she and her husband had lived when they were newlyweds. She had me pull up in front of a furniture warehouse that had once been a ballroom where she had gone dancing as a girl. Sometimes she'd ask me to slow in front of a particular building or corner and would sit staring into the darkness, saying nothing. All this took almost two hours and then she suddenly said, "I'm tired. Let's go now."

We drove in silence to the address she had given me. It was an old building, like a small old-age home, with a driveway that passed under a portico. Two assistants came out to the cab as soon as we pulled up. They were careful and intent, watching her every move. They must have been expecting her. I opened the trunk and took the small suitcase to the door. The woman was already seated in a wheelchair. "How much do I owe you?" she asked, reaching into her purse. "Nothing," I said. "You have to make a living," she answered. "There are other customers," I responded. Almost without thinking, I bent and gave her a hug. She held onto me tightly. "You gave an old woman a little moment of joy," she said. "Thank you." I squeezed her hand, then walked into the dim morning light. Behind me, a door shut. It was the sound of the closing of a life.

I didn't drive for anyone the next couple of days. I drove aimlessly, lost in thought. For the rest of that week, I could hardly talk. What if that woman had gotten an angry driver, or one who was impatient to end his shift? What if I had refused to take the job, or had honked once, then driven away? On a quick review, I don't think that I have done anything more important in my life. We're conditioned to think that our lives revolve around great moments. But great moments often catch us unaware — beautifully wrapped in what others may consider a small one!

PEOPLE MAY NOT REMEMBER EXACTLY WHAT YOU DID, OR WHAT YOU SAID, BUT THEY WILL ALWAYS REMEMBER HOW YOU MADE THEM FEEL!

"RR"emembe"RR*

"*"
More often than not youth are simply consulted through focus groups, interviews, and surveys as a means to establish programs to reduce youth violence. In some cases, academics base their violence reduction programs on theory, past research, and so-called best practices. Both approaches suffer from what is best described as adult-centric. In contrast, three traditions of youth work derive their power and validity by shifting the role of adults to collaborators and the role of youth from passive recipients to active leaders. What will be argued here is that without the active participation of youth and families in the development, operation, and ownership of programs designed to create prosaically and peaceful climates, social change efforts will devolve toward the paternalistic and fail to create the kind of transformative functions social change programs are meant to create. Brief stories will illustrate how each of the three complementary traditions dramatically embrace the power of youth as agents of social change.

First, the ever expanding and influential movement of positive youth development will be highlighted. This approach represents an important paradigm shift from the provision of services to the creation of opportunities, to a focus on strengths and interests rather than remediation as a means to address deficits, and a shift from a problem-focused approach to problem solving approach.

Second, the practical implications of a human rights informed approach, based largely on the articles enumerated and elaborated in the Convention on the Rights of the Child, will be highlighted. Two principles in particular will be discussed: the best interests of the child and the requirement that youth actively participate in their education.

Finally, principles and practices derived from multiple traditions of community organizing will be discussed in terms of the role youth can play in organizing their peers and communities to create communities of respect and dignity.

Youth as Active Agents of Social Change
A Step Ahead
For A Better Tomorrow

The people of a country have the power, by dint of hard work, to realize their dream of a truly good life. We are a nation of over one billion. We are the ones who have been endowed with best (or one of the best) natural resources. We are the one, who by our sincere efforts have moved mountains in past times. And we, as a people don't lag behind any in other countries in term of mental enhancement. Thus, an idea develops that India can actually be a developed nation in a short time remain condemned to a subsistence diet of marginal improvements and promises.

But, sadly, this is not happening and has one got the ability of farsightedness he could see no such developments in near future. Why, but Why, given all our skill, resources and talents, we so obviously, capable of being the best, settle so often for the worst? What is it that we as a nation are missing? We are missing the zeal and enthusiasm in ourselves; a patriotism that transcends religious and politics; role models who point out the path to take; and confidence in ourselves and in our strengths. If we have to be the leaders, we have to unleash the energy within India that hasn't allowed itself full reign. And so done, we can hope to get on the winning track.

Social Networking For Social Action/development

A social networking site is platform that focuses on building and reflecting of social networks or social relations among peoples who share interests and activities.

Social networking is a tool of social development but it's too difficult to say that always social networking helps for social action because every coin has two sides.

There are two big measures of social networking listening and sharing, so by these measures we can use the power of social networking for social action like fight against corruption, cultivation of social development, to form unity, to educate people, to solve social issues etc.

Today's youths should go for positive use of social networking which is needed to social action/development. The "KHAN ACADEMY" is an NGO, gives free world class education to anyone, anywhere through 'you tube' which is the best example of social action. Anna's fight against corruption also goes through social networking, "WAEL GHONIM" is also one of the famous names of social activists.

As every coin has two sides just like that there were some group of people, communities are missed used the social networking for spreading terrorism, corruption etc. which is against the social development. The another thing is that social networking is not powerfully used for social action in rural community where we can see the maximum percentile of social issues and there are many reasons behind it like ill-literacy, shortage of electricity, economical condition etc.

At the end it's required that today's youth should take initiative to come together to form unity and use social networking positively so it can be results in positive social action.
I strongly believe that there is a substantial influence of western culture on Indian youths. Mere mention of the word ‘India’ signifies a place of cultural heritage as well as diversity. But the cultural legacy that we are showing to the whole world is becoming a thing of history in metropolitan cities.

On one side we enjoy our so-called rich culture and really admire it but on the other side we find discotheques full of young guys and girls. Secondly, joint family tradition; one of the biggest assets of India is now vanishing under the shadow of the so-called western culture. Nuclear families are taking place of many years’ old values. Youth of today is more interested in their privacy rather than enjoying their lives with others. Individualization has broken up the joint family system, paving way for the youth to fall prey to drug addiction. This stage is the most vulnerable period of life where the youth need guidance, counseling, education and care by parents.

So how did we get part of their culture over here, you ask, their culture has become over popularized here, through electronic media that everyone wants to be just like them. Because of that India has lost her identity from all other countries. We’ve now become a copy-cat to all other nations and we may lose our individuality. The reason is because, we want another image, we don’t want to be the olden-day traditional country, which still hasn’t become the so-called ‘modern’, even in the 21st century. We don’t want to look like imposters to all other well-developed countries. If you have ever thought of that, erase that thought because the image we’ve got planted in our minds is terribly wrong. India is not an imposter to other nations, it never has been, but will if the people of today continue to do everything they see on cable TV.

India is an independent country now and has been for a while, with no such problems. The reason behind that is because our ancestors fought for us, so that we could have a future in our own way, not with any other way, which we are not used to. I’m not saying that India should stop everything they’ve learnt from western countries, but to have some individuality from other nations and to set an example to the other 3rd world countries and give out the message that there are other nations to set an example on.

So, for the people who fought for us, for India to keep her dignity and to be a leader to other countries, we the people of today must be our own country and not be some other country, which we’re not. Everyone is his or her own countryman - why can’t we be our own as well?
The Haunted House

There was a house on haunted hill, 
Looking at it would give you a chill. 
There were forests all around 
And the house floating off the ground. 
A man with long beard, told me 
THE NEXT VICTIM IN WILL BE YOU...!
yesterday that he heard, that whoever 
gone in never came out. When i heard 
that i began to shout. 
In the house there was no day 
So ghosts never went away 
There were witches who made stew 
Out of humble people like you 
There was a man with no head, 
If you touched him you would be dead. 
There was a scary zombie slayer, 
And orange squid as mayor. 
There were spiders climbing on the 
walls And eerie and ghosty halls. 
There was no light no bulbs or sunlight. 
The night was long and full of fright

Take Five

Take five ................
Five minutes to capture for all time 
that which lies in nature and in man 
by taking five, 
and listening carefully 
to even softest voice .
seeing completely 
even the smallest child, 
and tenderly touching 
what you desire to touch , 
loving all this things, 
all God’s earth 
in this five minute 
for every moment has an ending, 
and very life, 
and then you can’t 
stake five.........
The Sun and The Son

The Sun spoke to me today
He asked me to wakeup
And look at the World
With my Eyes wide open.
I saw the World
Full of Love, at peace
I wondered out loud -
"How can this be?"
Aren't we all selfish beings?
Not bothered about anyone but 'Me'?

The Sun smiled at my query,
Looked at me like a father who knows his
child is mistaken.
He said -
"Why always see
The shallow things and
Not explore the matter deep within.
You and all my children
Have the Deep Well of Empathy :
Why not employ it and bring out the best in each.

Now I see the world again,
It's noisy and busy
But it is satisfying and serene
The spirit of kindness can be sited deep within.
MAEER's MIT College of Management Batch 4 and 5
with the Founder Father and Executive President of MAEER's Group of Institutions Honourable Prof. Dr. V D Karad,
Director Prof. Dr. Sayalee Gankar, Guest Speakers and Faculty Members at Dyaneshwar Hall
ぞま

ぞま

ぞま

ぞま

ぞま

ぞま

ぞま

ぞま

ぞま

ぞま
PRATIBIMB
2012
“At MITCOM placement is just a byproduct of sheer talent and quality education”
Placement Report – 2011
Post Graduate Programme Batch III
(2009 – 2011)

The Campus Placement of MIT College of Management for the 3rd Batch (2009-2011) started in the month of August 2011. Total 277 companies participated for various types of recruitments and the companies were with diverse segments of industry like Agriculture, Retail, Manufacturing, Telecom, IT, Trading, Designers, Buying Agencies, Consultants, Brand owners, Textile Mills, Home Furnishing Companies, Technology Solution Providers along with International Brands visiting the campus to absorb the Institute’s talented graduates to meet their specialized needs. Like previous year, this year also MITCOM has facilitated the placements through Campus Selection Processes.

The strength of the appearing batch was 216. As per the substantiated placement data available with MITCOM, 60% of the registered students were placed with companies through campus. Although the total percentage of students actually placed in 2011 is higher as the off-campus placement effort is on and students are getting placed in continuing basis; however no substantiated information is available with MITCOM regarding same.

**Batch Statistics:**
- **Batch Size:** 216
- a. Agri : 81
- b. Retail : 87
- c. General : 32
- d. Forestry : 16
- **Average Age:** 23 years

**Placement Statistics - 2011**

<table>
<thead>
<tr>
<th>No. of Recruiters</th>
<th>277</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies for Final</td>
<td>192</td>
</tr>
<tr>
<td>Companies for Project</td>
<td>15</td>
</tr>
<tr>
<td>Companies for Part-time</td>
<td>02</td>
</tr>
<tr>
<td>Companies for Summer</td>
<td>68</td>
</tr>
</tbody>
</table>

**Average Salary:** Rs. 3.50L pa + Incentives
**Maximum Salary:** Rs. 5.50 L pa + Incentives
**Minimum Salary:** Rs. 2.00 L pa + Incentives

Profession and profiles offered at Campus Placements 2011:
- Agriculture: 81
- Retail: 87
- General: 32
- Forestry: 16
- Average Age: 23 years
- Batch Size: 216

**Industries for Campus Placement 2011 for MITCOM**

- Services: 9%
- IT: 18%
- HR Services: 1%
- Trading: 1%
- Travel: 0%
- Agriculture and allied services: 12%
- Auto and allied: 3%
- Banking: 5%
- Financial Services: 11%
- Media & Communication: 6%
- Environment: 2%
- Construction: 1%
- Consulting: 1%
- Education: 9%
- Hospitality: 1%
- Insurance: 0%
- Food: 4%
- Retail Services: 0%
- Pharma: 2%
- Operations: 1%
- Manufacturing: 5%

Prof. Mrs. Vaishali Nisargand
Head Placement
MIT College of Management, Pune.
placements.mitcom@gmail.com
Cell No. 98225 99857

There was also increasing enthusiasm Finance and HR profiles attracted a global leader in management opportunities in consulting and general candidates than salaries & incentives. There was an enthusiastic response, by leadership & the student caliber. recruiters. This year also Marketing, Finance and HR profiles attracted several new belief in the institute education system companies and the return of our past.
MITCOM Students got placed in various business sectors like earlier years. Sector wise placement in percentage is shown in the Pie Chart.

**Emerging Trends in Campus Placement:**
Profiles offered attracted more candidates than salaries & incentives.

There was an enthusiastic response, by the corporate especially from Retail, Agri and General Sectors.

This response for MITCOM students exemplifies the industry confidence & belief in the institute education system & the student caliber.

There was also increasing enthusiasm towards entrepreneurship which saw students pursuing their dreams of starting their own ventures.

Overall the confidence, belief & faith entrusted in managerial talent at MITCOM have been a sustained validation of the institute's vision to be a global leader in management education by driving innovation, leadership & entrepreneurial spirit.

We at MIT College of Management, Pune are happy that our continuing efforts of grooming the best talent in the country attracted several new companies and the return of our past recruiters. This year also Marketing, Finance and HR profiles attracted a large number of our students. These students were more adventurous in the choice of job profiles offered. The students preferred to join the core sectors such as Retail, Agriculture, Food, Forestry and Environment. There has been an impressive array of opportunities in consulting and general management profiles. We promise to continue to nurture our students for leadership role in business. On behalf of the faculty and students of MITCOM, I thank the recruiters for their support.

**Prof. Mrs. Vaishali Nisargand**
Head Placement
MIT College of Management, Pune. placements.mitcom@gmail.com
Cell No. 98225 99857
Our Brand Ambassadors
2010-12 Batch IV

Shilpi Sharma
CRE
FedUni (ifenindia)

Apoorva Sahu
CRE
FedUni (ifenindia)

Pankaj Pethe
HR Trainee,
Volkswagen India Pvt.Ltd.,
Bajaj Allianz General Insurance Co. Ltd.

Paresh Patil
Sales Manager
FedUni (ifenindia)

Sagar Supekar
BDE
FedUni (ifenindia)

Vivek Singh
BDE
FedUni (ifenindia)

Abhishek Anand
Marketing Executive
Cease Fire Industries Ltd

Sachin Adsule
Marketing Executive
Global Green Agri Nova

Kumar Gaurav
Marketing Executive
Global Green Agri Nova

Sagar Gaikwad
Marketing Executive
Global Green Agri Nova

Yogesh Kumbharkar
Trainee, HDFC Life

Kushal Narayan Bombe
Regional Manager
Spandana Spoorby Microfinance Ltd.

Swapnil Sawant
Marketing Executive
Sanraj Biotech Pvt. Ltd

Avinash Dongare
Marketing Executive
Sanraj Biotech Pvt. Ltd

Aniket Choudhary
Sales Executive
NHC Foods Ltd.,
(Govt. Recog. Star Export House)

Paagar Swati
Assist. Store Manager
Madura Fashion & Lifestyle

Virkar Sagar
Assist. Store Manager
Madura Fashion & Lifestyle

Pallavi Gosavi
Business Development Executive
DP Sales Corporation

Jagtap Prashant
Entrepreneur
Wooden Charcoal Suppliers

Choudhari Tushar
Entrepreneur
Veggies

Dhumal Hrishikesh
Entrepreneur
Veggies

Kute Vijay
Entrepreneur
Veggies

Lonkar Nilesh
Entrepreneur
Veggies

Rele Mrugank
Entrepreneur
Veggies

Taher Saijuddin
Entrepreneur
3 cit Solutions

Vikrant Thamke
Sales Executive

Trilocky Sharma
Trainee Store Manager

Sneha Kourani
Assistant Store Manager

Pallavi Gosavi
BDE
FedUni (ifenindia)

Asif Ahmed Khan
Retail Trainee

Ramesh Rao
Retail Trainee

Ashok English
Retail Trainee

Spandana Spoorthy
Regional Manager

Bhandwale Praghosh
Management Trainee
BASF

Aniket Choudhary
Entrepreneur
Sanraj Biotech Pvt. Ltd

Vivek Singh
BDE
FedUni (ifenindia)

Paagar Swati
Entrepreneur
Veggies

Apoorva Sahu
CRE
FedUni (ifenindia)

Pankaj Pethe
Entrepreneur
Sanraj Biotech Pvt. Ltd

Sagar Gaikwad
Entrepreneur
Veggies

Paagar Swati
Assistant Store Manager
Madura Fashion & Lifestyle

Virkar Sagar
Retail Trainee

Pallavi Gosavi
Business Development Executive
DP Sales Corporation

Jagtap Prashant
Entrepreneur
Veggies

Choudhari Tushar
Entrepreneur
Veggies

Lonkar Nilesh
Entrepreneur
Veggies

Swati Patil
Marketing Executive
NCS Computech Ltd

Sagar Supekar
BDE
FedUni (ifenindia)

Vivek Singh
BDE
FedUni (ifenindia)
Our Brand Ambassadors
2010-12 Batch IV
Our Brand Ambassadors 2010-12 (Batch IV)

GENERAL

Pragati Gupta
Asst. Store Manager
Aditya Birla Nuvo Ltd

Pratik B Somayya
Marketing Executive
NCS Computech Ltd

Sneha Rajore
Sales Executive
HDFC Bank

Suhani Mathur
Trainee Store Manager
Major Brands

Mahesh Awati
Regional Manager
Spandana Spoorthi Microfinance Ltd

Rakesh Shahare
Regional Manager
Spandana Spoorthi Microfinance Ltd.

Darshana Tiwari
Retail Mgmt. Trainee
Best Seller Retail India Ltd

S. Inian Anbalagan
Retail Mgmt. Trainee
Best Seller Retail India Ltd

Akriti Singh
Retail Mgmt. Trainee
Best Seller Retail India Ltd

Sanjay Singh
Infowave Solutions Ltd

Alpana Singh
Infowave Solutions Ltd

Nirmal Dave
Sales Executive
ICICI Securities

Akash Awachar
Sales Executive
ICICI Securities

Pranjal Agiwal
Business Development Executive
NCS Computech Ltd

Ruturaj Chalak
TATA Finance

Anand Mishra
Marketing Executive
UNIK IT Pvt. Ltd

Manish Kapoor
Relationship Manager
Bonanza Portfolio Ltd

Baldawa Mithilesh
Assist. Store Manager
Madura Fashion & Lifestyle

Kothari Raj
Assist. Store Manager
Madura Fashion & Lifestyle

Nema Nikita
Assist. Store Manager
Madura Fashion & Lifestyle

Dubey Richa
Assist. Store Manager
Madura Fashion & Lifestyle

Goel Swati
Finance Executive
Shri Balaji Rollings Pvt. Ltd

Tausif Jinabde
Executive Trainee
Bajaj Allianz Life Insurance Co. Ltd.

Shubhada Gawas
Management Trainee
Ashoka Foam & Multiplast Ltd

Azim Kazi
Mgmt. Trainee
Ashoka Foam & Multiplast Ltd

Manish Panchal
Mgmt. Trainee
Ashoka Foam & Multiplast Ltd

Mahadeo Bhosle
Mgmt. Trainee
Ashoka Foam & Multiplast Ltd

Ashish Vaid
Mgmt. Trainee
Ashoka Foam & Multiplast Ltd

Rohit Kurup
Mgmt. Trainee
Ashoka Foam & Multiplast Ltd

Apurva Pachpor
Mgmt. Trainee
Ashoka Foam & Multiplast Ltd
“Art is the only innocent way of expressing your thoughts and it connects a person to the God”
A good painting to a human is always been like a friend. It keeps you accompanied, provides great comfort and inspires innovative ideas.
A good painting to a human is always been like a friend. It keeps you accompanied, provides great comfort and inspires innovative idea.
Annual Social Gathering of MITCOM
19th January, 2012
At MIT College of Management, the event was held in January, which is considered to be very creative and innovative. Students started with a Ganesh Vandana, and the month was filled with lots of cultural events, activities and competitions. On 16th January 2012, students dressed in traditional attires representing varied cultural forms such as classical, bhangra, hip-hop, and diverse culture of India. The same day was also celebrated as Bollywood/Corporate Day.

The event included competitions like Face Painting, Best Out of Waste, Flower Decoration, Making structures out of Balloons, and many more. It was highly appreciated by students. It was followed by "RAJBHOG" where Prof. Dr. Vishwanath D. Karad Sir himself fed the students. Giving due respect to this gesture, some of the students were also dressed as their favorite Bollywood stars and gave performances.

One of the students, who was dressed as Madhubala, performed as Bollywood stars and gave performances. The day ended on a happy note with a new excitement for the gathering with two other participating colleges from MIT Group of Institutions, namely MIT School of Technology (MITSOT) and Maharashtra Institute of Management (MIP) on 20th January 2012 at Swami Vivekananda Hall. In the presence of Honourable Prof Dr. Amol Kolhe, the awards were bestowed with the hands of Dr. V D Karad, Executive President and Founder of MAEER's MIT Group of Institutions. The program began with Sitar Vaadan by Pandit Sanjay Deshpande before beginning with the distribution of awards. The General Secretary of all the three Colleges presented the Annual Report for the session 2010-11. Then came the time for distribution of awards to the students who excelled in academics as well as in extracurricular activities. The awards were presented by Mr. Amol Kolhe, Actor, who motivated the students to work harder and achieve great heights.

The evening ended with a sense of eagerness to achieve more in life. Dr. Kolhe's inspiring words created sensation in the students' minds. His words motivated the students to work harder and achieve great heights. The evening ended with a sense of eagerness to achieve more in life.
Pratibimb 2012
19th January, 2012
Annual Social Gathering of MITCOM

At MIT College of Management, the month of January is considered to be the festive month, a month filled with lots of cultural events, activities and competitions. On 16th January 2012, lots of competitions like Face Painting, Best Out of Waste, Flower Decoration, Making structures our of Balloons, mock tail competition and many more. The same day was also celebrated as their Facebook homepage which was very creative and innovative. Students also wrote messages and comments on each other's t-shirts which will always remain with them as fond memory. 19th morning was a traditional day where students came dressed in traditional attires representing varied and diverse culture of India. This was followed by “RAJBHOG” where Prof. Dr. Vishwanath D. Karad Sir himself fed the staff as well as students with Gulab Jamuns. Giving due respect to this kind gesture, some of the students were also seen bowing. The time then came for the most awaited cultural evening, where for the first time Pratibimb was being organised as an intercollegiate gathering with two other participating colleges from MIT Group of Institutions, namely MIT School of Technology (UMANG) and Maharashtra Institute of Pharmacy (CONNECT). The event started with a Ganesh Vandana. Then it was followed by various regional & international song sung by the students. It was highly appreciated by the audiences. Students also performed dances in various styles like, classical, bhangra, hip-hop, contemporary, salsa, free style and many more. At the end, fashion show played the role of an icing on the cake, where the Director of MIT College of Management, Prof. Dr. Sayalee Gankar Ma'am, herself came up on the stage to encourage and appreciate the hard work and talent of the students. These days will always remain etched in the hearts of the students forever.

Report – Award Distribution

An awards distribution ceremony was organized jointly by MIT College as Management (MITSOT), MIT School as Technology (MITSOT) and Maharashtra Institute of Pharmacy (MIP) on 20th January 2012 at Swami Vivekananda Hall. In the presence of Honourable Prof Dr V D Karad Executive President and Father Founder of MAEER's MIT Group of Institutions The program began with Sitar Vaadan by Pandit Sanjay Deshpande before beginning with the distribution of awards, the General Secretary of all the three Colleges presented the Annual Report for the session 2010-11. Then came the time for distribution of awards to the students who in academics as well as in the extracurricular activities have excelled and made a mark over all. the award were bestowed with the hands of Dr. Amol kolhe. The students were feeling a sense of pride, Dr. Kolhe's speech created sensation in the students mind. His inspiring words motivated the students to work harder and achieve great heights. The evening ended with a sense of eagerness to achieve more in life.
With the arrival of the New Year, an annual social gathering, or the all our friends and foes. It is time to journey towards perfection that is annual sports…has been covered have a glance at our reflection. Let filled with challenges and we tried to bring those colors in our hearts be filled with mixed opportunities is awaiting us. The magazine for those who missed feelings of pride and achievement legacy left behind by our those wonderful moments. and at the same time let us make a trendsetters, "PRATIBIMB" is eager Photographs of the event add the promise to achieve the next level of excellence.

"PRATIBIMB" sets the bar quite high. The motive behind creating this magazine is achieved by imparting students who contributed for this predetermined goal of making it the quest of knowledge and giving 'THE BEST'. the confidence among the students. we are unable to publish all the "PRATIBIMB-THE REFLECTION" trendsetter for the upcoming 2011-2012, the name has become quite a legacy in our institute, with keep going ……….

One is sure that, it will be a articles."PRATIBIMB-THE REFLECTION" trendsetter for the upcoming 2011-2012, the name has become quite a legacy in our institute, with keep going ……….

Editorial Committee the academic year, such as the moments of immense joy, laughter, Let us come together to share some contribution. Every event of sorrow, tears and much more with every aspiring writer trying to give
Arambh - The Beginning

With the arrival of the New Year, a journey towards perfection that is filled with challenges and opportunities is awaiting us. The legacy left behind by our trendsetters, “PRATIBIMB” is eager to embrace its shining stars.

“PRATIBIMB” sets the bar quite high. Work is been done with a predetermined goal of making it ‘THE BEST’.

“PRATIBIMB-THE REFLECTION” 2011-2012, the name has become quite a legacy in our institute, with every aspiring writer trying to give some contribution. Every event of the academic year, such as the annual social gathering, or the annual sports...has been covered and we tried to bring those colors in the magazine for those who missed those wonderful moments. Photographs of the event add the final icing to this magnificent cake.

The motive behind creating this magazine is achieved by imparting the quest of knowledge and giving the confidence among the students. One is sure that, it will be a trendsetter for the upcoming magazines.

Let us come together to share moments of immense joy, laughter, sorrow, tears and much more with all our friends and foes. It is time to have a glance at our reflection. Let our hearts be filled with mixed feelings of pride and achievement and at the same time let us make a promise to achieve the next level of excellence.

We appreciate and thank all the students who contributed for this magazine but due to lack of space we are unable to publish all the articles. “PRATIBIMB-THE REFLECTION” trendsetter for the upcoming 2011-2012, the name has become quite a legacy in our institute, with every aspiring writer trying to give some contribution. Every event of the academic year, such as the annual social gathering, or the annual sports...has been covered and we tried to bring those colors in the magazine for those who missed those wonderful moments. Photographs of the event add the final icing to this magnificent cake.

The motive behind creating this magazine is achieved by imparting the quest of knowledge and giving the confidence among the students. One is sure that, it will be a trendsetter for the upcoming magazines.

Let us come together to share moments of immense joy, laughter, sorrow, tears and much more with all our friends and foes. It is time to have a glance at our reflection. Let our hearts be filled with mixed feelings of pride and achievement and at the same time let us make a promise to achieve the next level of excellence.

We appreciate and thank all the students who contributed for this magazine but due to lack of space we are unable to publish all the articles.

The journey has already begun – keep going .......

Editorial Committee

Disclaimer

The information published in this Magazine is true to our knowledge and is correct at the time of publishing. Also the Pictures, Photographs, Illustrations, Facts and Figures, Quotations, etc. appearing in this Magazine have been collected from various sources and should not be used for any commercial purposes or reproduced in any form without prior permission. The Institute/ The Designer/ The Publisher do not accept any liability for any error that it may contain or for any subsequent changes that may affect the information given.