

ACCOLADE

Magazine
2017



Pimpri-Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT
(Approved by AICTE and Affiliated to Savitribai Phule Pune University)



*SBPIM is awarded with the
“Best Management College in Asia
for Industry Interface 2017”*

*at Global Education and Skills Summit,
New Delhi by Round the Clock
Global Services and Global Education
and Skill Summit, New Delhi.*



We have the Art of Creating Leaders...

Our Tribute



Late Shri S. B. Patil
(Founder, PCET)



Late Smt. Lilatai S. Patil
(Ex Chairperson, PCET)



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SBPIM VISION

We want to be leaders in management education through innovation and excellence, which maximizes individual potential and ensures students of all ability levels are well equipped to meet the challenges of education, corporate world and future life.

SBPIM MISSION

“To provide a mutually supportive and positive learning environment in which every student has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth. We teach, educate, inspire, grow and nurture today's generation to make the transition of students to be more competitive and responsible towards society”.


Director's Message


Dr. Daniel Penkar
Director (SBPIM)

It gives me an immense pleasure in releasing the institute magazine for the academic year 2016- 2017. It has been published with an aim to provide an opportunity to the students to showcase their skills to the outside world and among their social group. Teachers have a significant contribution in enhancing the overall content of this magazine. The students gain excellence not only in academics but also in a host of extracurricular activities ranging from sports to cultural events and social services. Now I am proud to say that our Institute has been awarded with the ***“Best Management College in Asia for Industry Interface 2017”*** at Global Education and Skills Summit, New Delhi by Round the Clock Global Services and Global Education and Skill Summit, New Delhi.

College magazine stands as a mirror that reflects the institute activities, creativity, interest, hard work and dedication of students. I thank the editorial team and students for their keen efforts in bringing up the magazine ***“ACCOLADE – 2017”***

Congratulations !!!

SBPIM Congratulates Dr. Daniel Penkar, Director, SBPIM for being awarded with ***“Innovative Trainer Award 2017”*** at Global Education and Skills Summit , New Delhi by Round the Clock Global Services and Global Education and Skill Summit, New Delhi.

SBPIM Congratulates Dr. Hansraj Thorat , Research Head , SBPIM for being awarded as ***“Education Excellence Award for Research 2017”*** at Global Education and Skills Summit , New Delhi by Round the Clock Global Services and Global Education and Skill Summit, New Delhi.

SBPIM is awarded with the ***“Best Management College in Asia for Industry Interface 2017”*** at Global Education and Skills Summit, New Delhi by Round the Clock Global Services and Global Education and Skill Summit, New Delhi.

Thank You....

EDITORIAL TEAM'S MESSAGE

Dr. Hansraj Thorat,
(Chief Editor)

It gives us immense pleasure to hand over “**ACCOLADE 2017**” to all its readers.

*What a Life, full of care,
We have no time to stand and stare.*

How aptly Sir William Wordsworth has penned the true plight of modern life! If we really spare some time for ourselves amidst our routine chores, tight schedules and look deep within, a hidden artist will definitely pop up! The magazine is the perfect medium to explore the hidden art and exhibit it to the outside world. “**ACCOLADE 2017**” is not merely a collection of articles or a summary of events or an album of photographs; but a product of the cumulative efforts, strong devotion and bubbling enthusiasm of all the

students of the magazine committee, especially the editorial board. It reflects the creative vision and literary talent of the staff and the students. It is the mirror of the college activities and accomplishments in various arenas. We take this opportunity to wholeheartedly thank Director, Dr. Daniel Penkar, for giving us an opportunity to perform this mammoth task. We would appreciate the contribution of all our colleagues, students and the nonteaching staff as well, throughout the journey of “**ACCOLADE 2017**”. Last, but not the least, we acknowledge the pains taken by all those behind-the-stage, whose efforts have helped to get the magazine its present shape and form. We wish you all Happy Reading!

“We thank everyone who have contributed directly or indirectly for the successful 8 years completion of SBPIM”

**Faculty Coordinators**

Prof. Sneha Samuel (Editor)

Prof. Kajal Maheshwari (Editor)

Student Coordinators

Ms. Shweta Vibhute and Mr. Altamash Hasan

CLASS PHOTOGRAPHS



MBA-I Div A



MBA-I Div B



MBA-I Div C



CLASS PHOTOGRAPHS



MBA -II FINANCE SPECIALIZATION



MBA -II MARKETING SPECIALIZATION



MBA -II SYSTEMS OPERATIONS AND RABM



MBA-II HUMAN RESOURCE SPECIALIZATION

YUVOTSAV "2017"



ZING "2017" – CULTURAL AND MANAGEMENT FEST



SPORTS WEEK "2017"





ANNUAL PRIZE DISTRIBUTION





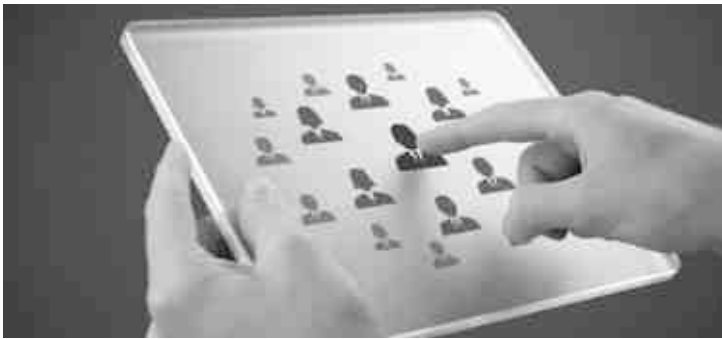
RECENT TRENDS IN RECRUITMENT AND SELECTION



1. From reactive to proactive

The biggest shift that is slowly going on, is the shift from reactive to proactive recruitment. It requires some level of workforce planning. With the current level of hr analytics it is relatively easy to increase the quality of workforce planning. Who are the people or the kind of people who are most likely to leave in the coming years? What are the capabilities where there is an upward trend in demand? No longer recruit for vacancies, but recruit to strengthen for the capabilities you will need in the future.

2. From recruiting for jobs to recruiting for assignments



Organisations are more creatively using the opportunities of a more flexible workforce. It helps to think less in terms of jobs and more in terms of assignments. There is an assignment to be done, and how can we quickly find the best possible people on the market who can do the assignment? Intermediaries with good knowledge of the market of self-employed professionals can help here. Also more and more online platforms offer services in this domain.

3. From selecting on skills to selecting on values and personality

For their core organisations are looking for talent where there is a good fit between the values and the personality of the organisation and the values and the personality of the candidates. Also organisations have personalities and what you see emerging is methodologies to make the best fit between people and organisations.

4. Gamification in recruitment

The use of gamification in recruitment has been going on for

some time. Recruitment can be fun, and people want to work for organisations where work and fun are closely connected.

5. Gamification in selection

Gamification is now entering selection as well. Candidates are asked to play a game (e.g. The Wasabi Waiter) and the



companies behind the games claim they can make a valuable profile of the candidate based on his or her game behaviour and results. Playing a game is a lot more fun than being interviewed by people who all ask more or less the same questions (“What are your strong points?”).

6. The end of traineeships

Traineeships are slowly fading away. Planning the careers of people years ahead does not fit in a time where the speed of change is continuously increasing. Also it does not help the business to create a group of people who are pampered during a couple of years and who are kept away from real work. Organisations need streetwise entrepreneurs who have learned to operate close to clients and markets.

7. Community management as a recruitment tool

The practice to create communities around organisations, a kind of “fan clubs”, is growing. The communities are connected to organisations and through the community people can be given a real experience of what it means to be part of an organisation. When opportunities occur, candidates from the communities can very organically become part of the organization.

Prof. Sneha Alan
Assistant Professor



MY LIFE CHANGING JOURNEY OF SBPIM & YIN

I still remember the day I came to SBPIM for the very first time for an enquiry after my M.Com exams. Met Ashwariya mam, Director Sir, Librarians & Office Staff for the very first time and had an interactive meet with all. Came back home, discussed with my parents and finally decided to take an admission in SBPIM. Day-1 at SBPIM was just amazing from introduction going in the classrooms to the lectures. Parents-teachers meet was another good experience for my whole family. Morning lecture, Lunch, friends outing, conversation with non-teaching soon all became a daily routine for me, and then a day came when TEAM YIN visited my institute. Prof. Kajal mam recommended my name for the candidate for YIN Elections against other 3 competitors, was not even aware about it but my fellow colleagues, seniors strongly supported me, voted for me and I won the elections by margin of 6 votes and became YIN Leader. That was the first step of my success and my journey of YIN. People were like (what is the use of it, don't waste your time in it, focus on studies, Kuchnaimilegaisme etc.) but I neglected all and went on continuing. Soon even I started liking it. I went on with it with my 100% efforts and full dedication. Met various Dignitaries (IPS, IAS Officers, Businessmen, Politicians, Social workers etc.) went on growing my name and contacts with all. The process went on and next what I got a designation of was 'YIN President of PCMC Region'. That was a consecutive second step of success. My name got selected for YIN Ministry which was held at YCM Hall, Mantralaya, Mumbai. Went through the process of Stage competition, presentation, PI and finally got selected and got a designation of YIN-Parliamentary Affairs Minister for Maharashtra state. The entire process which I went through was just amazing. Wherever I went and visited take it Baramati, residence of Mr. Sharad Pawar sir or CMO (Mantralaya, Mumbai) or Vidhan Bhavan, Mumbai all the places I represented as was 'Hemant Rajesth, Student of S.B.Patil Institute of Management, PCMC'. Appreciations, rewards, etc from various institutes like Ram Krishna More and Sangvi Kesari College, VC of SPPU, media coverage (news channel, newspapers etc) gave me a fantastic and a wow wala feel.

YIN and SBPIM were the platforms for me where I learned Marathi, got a stage to explore myself and here is where I got my name, fame, followed and liked by people on social media. From YIN I finally got my area of interest. The journey was just so beautiful and of amazing and tremendous experience that I cannot explain in words.

Lastly, I would sincerely like to thank my Role Model and my inspiration Dr. Daniel Penkar Sir (Director), Dr. Kirti Mam, Dr. Hansraj Thorat sir (Research Head) & my Project Guide a truly down to earth gentleman and the whole teaching non-teaching staff of SBPIM. Who say teachers aren't your good friends? SBPIM has a team of most friendly teachers ever seen and a Special thanks to Prof. Kajal Maheshwari. Today whatever I am, whatever I have got, whatever my designation is, it's all because of you mam. Thanks a ton from bottom of my heart, SBPIM Family. Love you and will Miss you all.

Hemant Rajesth
MBA – II



**Meeting with Mahesh Kale (singer),
Raghu (fame- roadies) at Mumbai**



SBPIM CONGRATULATES HEMANT RAJESTH FOR HIS ACHIEVEMENTS AS A YIN MINISTER



Meeting with Mayor of PCMC Mrs. Shakuntala Dharade



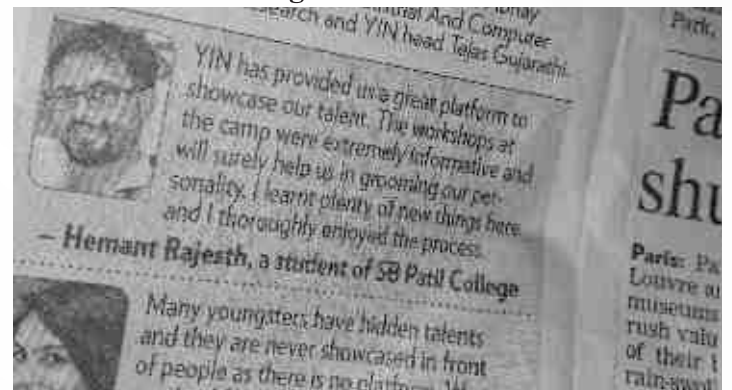
Indo Global Achievement award certificate for Outstanding Social Contribution



युव - मानवसंसाधन विकास मंत्रालयाच्या युवावर्षाच्या कार्यशाळात.



Meeting with Hon. CM OF Maharashtra Mr.Devindra Fadnavis



Testimonial



Felicitated by the hands of VC of SPPU Wasudev Gade for Outstanding Social Work



Meeting with Mr. Sharad Pawar, NCP CHIEF, Former Union Minister and CM of Maharashtra and Ms. Supriya Sule MP,Baramati

Hemant Rajesth
MBA – II



IMPACT OF DEMONETIZATION



Positive Impact of Demonetization

- **Black economy:** As the stock of cash has been impacted, so has the black economy, at least temporarily. While the flow of cash will resume, some of the impact will linger on for quite some time. Continued success against black money will then depend on sequential and other enforcement actions.



- **Digitalization:** The world is witnessing the 4th Industrial Revolution (Industrie 4.0) India either missed out on, or was a late entrant to the first three. A digital economy is both an enabler and a result of this. Demonetization has introduced a step-change in the behavior of Indians towards a digital economy, the benefits of which are manifold viz. a) currency has a higher cost to maintain b) increasing the traceability with its concomitant advantages c) boosting financial inclusion, as the last mile inclusion is expensive for traditional channels d) dis-intermediation. Digital transactions went up several folds between November & December. This unsustainable growth rate has started coming down, but clearly a new normal has been established for the digital economy.



- **Commercial Banks:** Banks had been citing liquidity constraints as a reason for their inability to pass on the reduction in the policy interest rates announced by the RBI over the past two years. Resulting from the surrender of demonetized notes, banks now have additional liquidity/deposits, part of which will flow out as genuine transactions in the market. A portion will help build up the CASA (current & savings accounts), which are important low cost sources of funds for banks. Statutory (SLR & similar) requirements imply that banks will need to park some of the receipts in government securities. This helps to increase bond prices & bring down yields, which in turn will support RBI efforts to bring down policy rates & further monetary transmission. (concerns on US Fed actions & core inflation have now restricted RBI from doing this). Further, for the unaccounted money which comes into the system the money multiplier will mean that proportionately more can be used for lending by banks (subject to their net worth) in the medium term. The quality of bank balance sheets has been one of the hurdles in growth. Low cost CASA with PSBs will help improve profitability of banks, thus partially mitigating the pressure on the government (i.e., taxpayers) to recapitalize the banks impacted by the non-performing assets (NPA) created due to crony capitalism. From 2007 to 2013 borrowing by businesses had increased 600%, most of it to large corporates, and banks are now left saddled with stressed assets which are around 11% of GDP (source: RBI data).



- **Boost to Financial Savings:** India has a high savings rate. However, the bulk of these are in the form of real estate & gold. Savings in gold are generally unproductive for the economy, and excessive investment in real estate creates asset bubbles. The high ICOR further diminishes the impact flow of the savings into growth rates of the GDP. Impact of demonetization on real estate and to a lesser



extent on gold would encourage shift from physical savings to financial savings. This in the long-term helps the economy & markets. Lower imports of gold, lower inflation and lower interest rates will help to support the exchange rate of the currency (which is currently overvalued anyway as per the RBI REER).

- **Tax Base:** India has a low tax base, with central taxes only

BASE

around 10% & state taxes around 5% of GDP. This will improve, resulting in higher taxes in subsequent years.



- **Lower Interest Rates:** Lower borrowing costs will help companies to improve profits & cash flows, resulting in investments, job-creation & also their valuations
- **Inflation:** Government borrowing is a significant factor in increasing inefficiency in the economy. Interest on



borrowings results in a very large pay-out by the government in India. Lower bond yields will help reduce cost of borrowing, and create some headroom to reduce borrowing or increase funds available with the government (assuming they are spent wisely). Though not due to demonetization alone, consumer inflation (CPI) has witnessed a sharp downturn in the last four months, led by an even sharper downturn in food inflation. After a long time India is reporting CPI trending below core-inflation (like in USA). Due to the gradual uptick in crude oil & commodity prices (& base effects), the inflation bonanza may, however, be short-lived. Introduction of GST may also contribute to an uptick in inflation for a couple of quarters, though it will certainly help in the long-run.

- **Business:** Organized business, which pays higher taxes, has been at a disadvantage compared to businesses which



can shirk taxes. Tax paying (law abiding) businesses will get competitively strengthened.

- Negative Impact of Demonetization
- **Inconvenience:** Large numbers of people were inconvenienced, with long queues before banks and





EMAIL ETIQUETTES



1. Include a clear, direct subject line.

Examples of a good subject line include "Meeting date changed," "Quick question about your presentation," or "Suggestions for the proposal."

"People often decide whether to open an email based on the subject line," Pachter says. "Choose one that lets readers know you are addressing their concerns or business issues."

2. Use a professional email address.



If you work for a company, you should use your company email address. But if you use a personal email account — whether you are self-employed or just like using it occasionally for work-related correspondences — you should be careful when choosing that address, Pachter says.

You should always have an email address that conveys your name so that the recipient knows exactly who is sending the email. Never use email addresses (perhaps remnants of your grade-school days) that are not appropriate for use in the workplace, such as "babygirl@..." or "beerlover@..." — no matter how much you love a cold brew.

3. Think twice before hitting 'reply all.'



No one wants to read emails from 20 people that have nothing to do with them. Ignoring the emails can be difficult, with many people getting notifications of new messages on their smartphones or distracting pop-up messages on their computer screens. Refrain from hitting "reply all" unless you really think everyone on the list needs to receive the email, Pachter says.

4. Include a signature block.

Provide your reader with some information about you, Pachter suggests. "Generally, this would state your full name, title, the company name, and your contact information, including a phone number. You also can add a little publicity for yourself, but don't go overboard with any sayings or artwork."

Use the same font, type size, and color as the rest of the email, she says.

5. Use professional salutations.

Don't use laid-back, colloquial expressions like, "Hey you guys," "Yo," or "Hi folks."

"The relaxed nature of our writings should not affect the salutation in an email," she says. "Hey is a very informal salutation and generally it should not be used in the workplace. And Yo is not okay either. Use Hi or Hello instead."

She also advises against shortening anyone's name. Say "Hi Michael," unless you're certain he prefers to be called "Mike."

6. Use exclamation points sparingly.

If you choose to use an exclamation point, use only one to convey excitement, Pachter says.

"People sometimes get carried away and put a number of



exclamation points at the end of their sentences. The result can appear too emotional or immature," she writes. "Exclamation points should be used sparingly in writing."

7. Be cautious with humor.



Humor can easily get lost in translation without the right tone or facial expressions. In a professional exchange, it's better to leave humor out of emails unless you know the recipient well. Also, something that you think is funny might not be funny to someone else.

Pachter says: "Something perceived as funny when spoken may come across very differently when written. When in doubt, leave it out."

8. Know that people from different cultures speak and write differently.

Miscommunication can easily occur because of cultural differences, especially in the writing form when we can't see



one another's body language. Tailor your message to the receiver's cultural background or how well you know them.

A good rule to keep in mind, Pachter says, is that high-context cultures (Japanese, Arab, or Chinese) want to get to know you before doing business with you. Therefore, it may be common for business associates from these countries to be more personal in their writings. On the other hand, people from low-context cultures (German, American, or Scandinavian) prefer to get to the point very quickly.

9. Reply to your emails — even if the email wasn't intended for you.



It's difficult to reply to every email message ever sent to you, but you should try to, Pachter says. This includes when the email was accidentally sent to you, especially if the sender is expecting a reply. A reply isn't necessary but serves as good email etiquette, especially if this person works in the same company or industry as you.

Here's an example reply: "I know you're very busy, but I don't think you meant to send this email to me. And I wanted to let you know so you can send it to the correct person."

10. Proofread every message.



Your mistakes won't go unnoticed by the recipients of your email. "And, depending upon the recipient, you may be judged for making them," Pachter says.

Don't rely on spell-check. Read and reread your email a few times, preferably aloud, before sending it off.

"One supervisor intended to write 'Sorry for the inconvenience,'" Pachter says. "But he relied on his spell-check and ended up writing 'Sorry for the incontinence.'"

11. Add the email address last.



"You don't want to send an email accidentally before you have finished writing and proofing the message," Pachter says. "Even when you are replying to a message, it's a good precaution to delete the recipient's address and insert it only



PROJECTION AND REFLECTION



when you are sure the message is ready to be sent."

12. Double-check that you've selected the correct recipient.

Pachter says to pay careful attention when typing a name from your address book on the email's "To" line. "It's easy to select the wrong name, which can be embarrassing to you and to the person who receives the email by mistake."

13. Keep your fonts classic.

Purple Comic Sans has a time and a place (maybe?) but for business correspondence, keep your fonts, colors, and sizes classic.

The cardinal rule: Your emails should be easy for other people to read.

"Generally, it is best to use 10- or 12-point type and an easy-to-read font such as Arial, Calibri, or Times New Roman," Pachter advises. As for color, black is the safest choice.

14. Keep tabs on your tone.

Just as jokes get lost in translation, tone is easy to misconstrue without the context you'd get from vocal cues and facial expressions. Accordingly, it's easy to come off as more abrupt than you might have intended. You meant "straightforward"; they read "angry and curt."

To avoid misunderstandings, Pachter recommends you read your message out loud before hitting send. "If it sounds harsh to you, it will sound harsh to the reader," she says.

For best results, avoid using unequivocally negative words ("failure," "wrong," or "neglected"), and always say "please" and "thank you."

15. Nothing is confidential — so write accordingly.

Always remember what former former CIA Director David Petraeus apparently forgot, warns Pachter: Every electronic message leaves a trail.

"A basic guideline is to assume that others will see what you write," she says, "so don't write anything you wouldn't want everyone to see." A more liberal interpretation: Don't write anything that would be ruinous to you or hurtful to others. After all, email is dangerously easy to forward, and it's better to be safe than sorry.

Shweta Vibhute
MBA-I

Once upon a time, in a small and distant village, a little dog seeking refuge from the sun entered to an abandoned house. After climbing the old wood stairs, he was happy to find there were other dogs in the room. He stared at them happily wagging his tail, and the other dogs did the same. He smiled and cheerfully barked at them, and they all followed him in the same way. When he left the house he thought: "What a wonderful place! I will certainly come here often to visit my new friends!"

A few days later, another dog visited the same house, but he had a very different experience. When he entered that room, he felt threatened when finding unfriendly dogs staring at him aggressively. He started to growl with anger and so did they. He put his tail down and got the same response. He decided to leave that house immediately and thought: "What a horrible place! I will never come back again!"

In front of the house, there was an old sign saying: House of 1000 Mirrors.

This beautiful Japanese folktale reminds us that, as the mirror reflects our own image, the outer world is a reflection of our inner world. How are your worlds reflecting each other in this moment?

Prof. Aishwarya Gopalakrishnan
Assistant Professor





DRESSING ETIQUETTE



Male Employees

Male employees ideally should combine a simple shirt with trousers. Make sure the colours are well coordinated. Prefer a light colour shirt with a dark trouser and vice a versa. Do not wear designer shirts to work. Prefer plain cotton or linen wrinkle free shirts in neutral colours. Go for brands like Zodiac, Arrow, Colorplus, Louis Philippe, Allensolly etc. These brands offer good collection of formal office shirts.

The shirt should be properly tucked into the trouser for the professional look. Prefer full sleeves shirts at workplace. Never roll up your sleeves.

Silk ties look best on professionals. Don't go for designer ties. The tie should neither be too short nor too long. The tip of the tie ideally should touch the bottom of the belt buckle. Slim ties are not meant for offices.

Wear leather belts to work preferably in black or brown shades. Do not wear belts with flashy and broad buckles.

Socks must be well coordinated with the outfit.

Don't wear shoes that make noise while walking. Prefer soft leather shoes in black or brown colour. Make sure your shoes are polished and laces properly tied. Never wear sports shoes or sneakers to work.

Shave daily. Use a good after shave lotion and make sure your skin does not look dry and flaky.

Body odour is a big turn off. One must always smell good in public. Use a mild perfume or deodorant.

Female Employees

Females should not wear revealing clothes to work. Avoid wearing outfits which expose much of your body parts. Wear clothes which fit you best. Don't wear too tight or loose clothes.

Understand the basic difference between a party wear and office attire. Never wear low neck blouses to work. Blouses with deep back or noodle straps are a strict no at the workplace. Avoid transparent saris.

Females who prefer westerns can opt for light coloured shirts with dark well fitted trousers. A scarf makes you look elegant.

Never wear heavy jewelry to work. Avoid being a make-up box. Nails should be trimmed and prefer natural shades for nail

paint.

Avoid wearing sharp pointed heels to work.

The colour of the handbag must coordinate with the outfit.

Eyebrow, naval, lip piercing must be avoided at the workplace

Dr. Dipti V. Sharma
Assistant Professor

SUCCESSFUL INDIAN ENTREPRENEURS WHO STARTED WITH NOTHING



SACHIN BANSAL & BINNY BANSAL (FLIPKART)

Sachin Bansal and Binny Bansal launch an e-commerce website retailing books in October 2007. Today, the near-20% stake they hold, along with the top management and company is valued at around US\$16Bn.

Initially, they had spent 400,000 only for making website to set up the business.

VIJAY SHEKHAR SHARMA (PAYTM)



Vijay Shekhar Sharma is an Indian entrepreneur and founder of Paytm. Sharma was born in Aligarh, UP in a modest family.

Paytm's current value is a little over \$3 billion in the market in 2016, a dream dreamt when he was struggling to make ends meet with Rs 10 in pocket. But he tasted victory the hard way. Nothing came easy for him.

He has also given 4% of his equity to the team, which in current value terms is about \$120 million.



ALOK KEJRIWAL

Alok Kejriwal is CEO and Co-Founder of Games2Win.com. Apart from being a serial entrepreneur and an investor, Alok is also a very active individual in the Indian startup ecosystem.



He Sold his last Company to Walt Disney.

Games2win is a global top 20 online games business that entertains over 20 million unique users a month. Its top games include Parking Frenzy (also ranked #1 on the US iTunes Appstore)

KUNAL BEHL & ROHIT BANSAL (SNAPDEAL)

In 2010, when KunalBahl and RohitBansal wanted to start their own business, they chose an offline couponing business and named it MoneySaver.



Snapdeal went online in 2010. Currently, more than 200,000 sellers sell around 15 million+ products on Snapdeal.

BHAVISH AGGARWAL (OLACABS)

Bhavish done B. Tech in Computer Science from IIT, Bombay. Worked in Microsoft Research, Bangalore for 2 years, right after college.

While trying to chase his dream of entrepreneurship, he started an online holiday and tour planning service on the side, before changing that into OlaCabs on 3 December 2010 by BhavishAggarwal (currently CEO) and AnkitBhati founded the company.

Ola was valued at \$5 billion as of September 2015.

SHASHANK ND (PRACTO)

Shashank, a biotechnology student from NIT, Surathkal (Karnataka), decided to build a software to simplify health care. He roped in classmate Abhinav Lal, 27, and they founded Practo Ray, an online management software that allows doctors to upload and store medical records and



prescriptions, patient history, billing schedule, make appointments, and so on.

Currently, the healthcare app is being used in 15 countries and over 50 cities across the globe. At present, the app lists over 200,000 doctors, 10,000 hospitals, 8000 diagnostic centers and over 4000 wellness centers globally and receives over 10M searches a month across its website and apps.

DEEPINDER GOYAL (ZOMATO)

Deepinder co-founded Zomato, a restaurant search and discovery service with Pankaj Chaddah. He conceived the idea of an online restaurant information service after seeing the demand for paper menu cards among his colleagues at Bain, where he worked as a management consultant.



Deepinder graduated with an Integrated Masters in Mathematics and Computing from IIT Delhi in 2005.

As of 21th March 2016, Zomato ranks as the top 2 startup for India in the Startup Ranking. It currently operates in 23 countries, including India, Australia and the United States.



SAMAR SINGLA (JUGNOO)

Samar Singla is a Founder/ CEO at Jugnoo, a Chandigarh based autorickshaw aggregator. He also founded Click Labs, a technology solution provider. He has worked as a Researcher in University of Maryland. Prior to this he was Researcher at IBM & also worked as a Scientist at CERN.

SAURABH KUMAR & ALBINDER DHINDSA (GROFFERS)



Saurabh Kumar & Albinder Dhindsa founded Grofers, an on-demand delivery service that connects consumers with local stores. It worked on a B2B model for a few months then started the B2C business to cater end consumers directly.

Saurabh is a graduate of IIT Bombay and University of Texas in Austin whereas Albinder is a graduate of IIT Delhi and holds an MBA from Columbia University.

RITESH AGARWAL (OYO ROOMS)

Who doesn't know this guy.

Ritesh is the founder and CEO at OYO Rooms. He was selected for the 20 under 20 Thiel Fellowship which makes him one of the very few Indians to have been shortlisted. He started working early in his life at the age of 13 and by 18 he was building OYO Rooms. Recently, he was named by Forbes in its "30 Under 30" list in the consumer tech sector

SWATI BHARGAVA (CASHKARO)



Swati Bhargava is a classic Investment Banker who turned into an entrepreneur. An alumni of London School of Economics, Swati have worked at Goldman Sachs in London. Swati first started Pouring Pounds with her husband Rohan Bhargava in the UK in 2011. Seeing the huge opportunity in India they launched Cashkaro.com in April 2013 & it is now India's largest Cashback & Coupon website.

RADHIKA AGGARWAL (SHOPCLUES)



Radhika Aggarwal is CEO at Shop Clues is an online marketplace, headquartered in Gurgaon, India.

The company which entered the unicorn club earlier this year currently covers 29,000 plus pin codes across the country and plans to add 5,000 more pin codes this year.

Shop Clues is now valued at more than \$1.1 billion.



Prof. Kajal Maheshwari
Assistant Professor



50 BEST INDIAN BRAND SLOGANS



1. **Amul:** The taste of India
2. **Pepsi :** Yehi hai right choice baby
3. **Thums Up :** Taste The Thunder
4. **Surf :** Daag Acche hain
5. **Tata Safari :** Reclaim Your Life
6. **Asian Paints :** Har Ghar Kuchch Kahta hein
7. **Air Deccan :** Simplify
8. **Rasna :** I love you Rasna
9. **Frooti :** Fresh N Juicy
10. **Coca Cola :** Thanda Matlab Coca Cola
11. **Raymond's :** The Complete Man
12. **Bajaj:** Hamara Bajaj
13. **Dairy Milk :** Swad Zindagi Ka
14. **Bingo :** No Confusion, Great Combination
15. **Boost :** Boost is the secret of our energy
16. **Polo :** The mint with a hole
17. **Lifebuoy :** Lifebuoy hai jahan, tandrusti hai wahan
18. **Ceat :** Born Tough
19. **MRF :** Tyres With Muscle
20. **Idea :** An Idea can Change your life
21. **Hutch :** Where ever you go , our network follows
22. **Maggi :** Taste Bhi, Health Bhi
23. **Onida :** Neighbor's Envy , Owner's Pride
24. **Kingfisher :** The King of Good Times
25. **Airtel:** Express Yourself
26. **Fevicol:** Fevicol ka mazboot jod hai Tootega nahi!
27. **Hero Honda:** Desh ki Dhadkan
28. **Indian Army:** Do you have it in you?
29. **Malaya Manorama:** Nobody Delivers Kerala Better
30. **Tata Sky:** Isko laga dala to life to life zinga lala
31. **LIC:** Zindagi ke Saath bhi, zindagi ke baad bhi
32. **Nike:** Bleed Blue
33. **Wills:** made for each other
34. **Lux:** Beauty bar of film stars
35. **Chlormint:** Dobra mat poochna
36. **Tata Salt:** Desh ka namak
37. **Big Bazar:** Isse sasta aura cha kahin nahi
38. **The Indian Express:** Journalism of Courage
39. **Videocon:** The Indian Multinational
40. **Mentos:** Dimag ki batti jala de
41. **Kit Kat:** Have a break, have a kit kat
42. **Red FM:** Bajate raho
43. **Radio Mirchi:** It's Hot!
44. **Taj Mahal:** Wah Taj!
45. **Telegraph:** The Unputdownable
46. **ICICI:** Hum hain na
47. **Sprite:** Bujhaye pyas, baaki all, bakwas!
48. **Alpenlibe:** Jee lalchaye, raha na jaye
49. **Lays:** No one can eat just one
50. **HDFC Std Life:** Jiyo sar utha ke

Shubham Paiyawal

MBA-I





MOTIVATION



What makes one different from the other? We all are human beings running the race of life. What is it that separates us from the others in the rat race to success? Do we need to be motivated regularly, everyday or just once in a while?

To motivate is to provide a reason to do something. Is the motivation which we take from others of use to us? Do we pass the message of motivation to others too?

What about those who have no sense of purpose in life? Will motivation help them to succeed or wake up?

Motivation is a ray of hope that helps an individual to keep his head held high and move further no matter what the outcomes no matter how many failures. For some, money is the motivation, for others, appreciation or a sense of satisfaction derived from a particular work done is motivation.

Each one of us has a different definition of motivation. Something, that keeps you going.

What is it that drives you or inspires you every day? Discover it.

Prof. Aishwarya Gopalakrishnan
Assistant Professor



OWNERSHIP



Every job or task at hand requires taking Ownership.

The responsibility of completing the task can be fulfilled only when one learns to take ownership. The most efficient employee in an organization is the one who understands the meaning of the word.

When given a responsibility, being able to take Ownership for your actions is the most important thing that needs to be remembered.

We always try to give our best for any task related to our family, be it planning a holiday together, celebrating a festival or even enjoying a quiet Sunday lunch at home.

Why? Because we know it's our own, we are doing it for our family. Likewise, in an organization, every employee will learn the value of ownership only once they are motivated to think of the task as their own.

I always tell my students that there are ample jobs in the market place, there is never a shortage, and the shortage is felt for good employees that every organization is constantly on the lookout for.

So to get noticed, learn to take ownership, understand the meaning of follow-ups.

Only when you Perform can you Deliver.

Prof. Aishwarya Gopalakrishnan
Assistant Professor





8 WAYS TO MAKE A GREAT FIRST IMPRESSION AT AN INTERVIEW



1. Show Up on Time:

You've heard it a million times: "If you're early, you're on time; if you're on time, you're late." Being punctual should be a given—especially when your dream job is on the line. But no matter how many times you've heard it, it's worth mentioning again: Show up on time.

Running late? Call as soon as possible to let your interviewers know. They'll appreciate it much more than if you offer up a lame excuse after they've already been waiting for 30 minutes.



2. Dress the Part :

Your appearance probably won't be the basis of the interviewer's final decision—but it can certainly play a part in how you're first perceived . When you show up in a neatly pressed suit and scuff-less shoes with a portfolio in tow, you'll come across as professional and well put-together.

If, on the other hand, you're dressed down a few notches more casual than everyone else in the office, juggling your briefcase,



purse, umbrella, and a stack of resumes, you're probably not going to exude the same sense of professionalism.

3. Bring Only the Essentials



A jolt of caffeine may be necessary for you to get pumped up for your impending meeting, but don't bring your paper cup inside the office to finish off the last few sips. Sure, it doesn't seem like a huge deal (who doesn't drink coffee in the workplace?)—but you probably don't want your first interaction with your potential employer (or even the receptionist) to be anything along the lines of, "Hey, you got a trash can back there?"

The same goes for other non-essentials, like the granola bar you're polishing off or the gum you forgot to spit out. They may not be the kiss of death—but they're not going to put you in the most favorable light.

4. Be Nice to the Receptionist

The person at the front desk may not be the hiring manager—but that doesn't mean his or her impression of you doesn't matter. In fact, some companies specifically ask their front desk attendants to report back on the demeanor of interviewees who come through the door. And that likely plays a role in the ultimate hiring decision—so it's important to treat that person as well as you'll treat your interviewer.

5. Put Your Phone Away

It's a natural tendency to pull out your smartphone any time you have to wait: in line at the grocery store, during commercials, while you wait for the vending machine to dispense your Diet Coke—you get the picture.

But if you're waiting in the lobby, don't automatically default to your phone. Instead, take that time to look over your resume (or All-in-One Prep Guide) and think through what you want to convey during your interview. Then, when your interviewer makes his or her appearance, you won't be caught off guard,



shutting down Angry Birds and stuffing your phone back into your briefcase.

6. Have Everything Neat, Organized, and Accessible

You can be certain that, within the first few minutes of your meeting, your interviewer will ask for a copy of your updated resume. But if you have to dig through your bag past candy wrappers, phone chargers, and old receipts, you're going to look a little unorganized.

To make the best first impression, everything you need should be neatly organized and readily accessible: You should be able to pull out your resume, references, and even a pen (one that's not completely mangled) on command. The less you have to rifle through your bag, the better.



7. Make the First Move

When you're a guest at your potential employer's office, you probably expect that they'll make the first move when it comes to introductions. And while that may end up being true, don't be afraid to extend your hand first for that introductory handshake. With just that small gesture, you're conveying that you're excited to be there, ready to jump into your interview, confident, and self-assured.



8. Find a Connection

After the initial introductions have been made, solidify your stellar first impression by making a connection with the

interviewer . It doesn't have to be something big—just a commonality that will get your foot in the door and start your conversation out on a this-just-might-work kind of vibe.

Maybe the degree hanging on his office wall sparks that connection (“Oh, you went to the University of Florida? I'm a Gator, too!”), or the award perched on her bookshelf (“I ran the Boston marathon last year, too. How'd you do?”).

Don't see anything conversation-worthy? Dig into some small talk a little deeper: How long has the interviewer lived in the area? Where did he or she move from? Draw out details that will get you that “in” (“Oh, you moved from Atlanta? I lived there a few years back—isn't traffic on 285 the worst?”) It doesn't have to be a major connection—but finding that one thing to chat about before getting down to business will put both of you at ease.

These tips alone may not win you the job—but they can certainly get you a little closer. When you start your interview out on the right foot, you'll be able to face the tough questions with confidence. And that could be your key to your new job.



Best of Luck

Altamash Hasan
MBA-I



SOMETHING SURPRISING...



Gramophone was invented by Thomas Alva Edison in the 19th century.

Edison, who had invented many other gadgets like electric light and the motion picture camera, had become a legend even in his own time.

When he invented the gramophone record, which could record human voice for posterity, he wanted to record the voice of an eminent scholar on his first piece.

For that he chose Prof. Max Muller of England, another great personality of the 19th century.

He wrote to Max Muller saying,

“I want to meet you and record your voice. When should I come?”

Max Muller who had great respect for Edison asked him to come on a suitable time when most of the scholars of the Europe would be gathering in England.

Accordingly, Edison took a ship and went to England.

He was introduced to the audience.

All cheered Edison's presence.

Later at the request of Edison, Max Muller came on the stage and spoke in front of the instrument.

Then Edison went back to his laboratory and by afternoon came back with a disc.

He played the gramophone disc from his instrument.

The audience was thrilled to hear the voice of Max Muller from the instrument.

They were glad that voices of great persons like Max Muller could be stored for the benefit of posterity.

After several rounds of applause and congratulations to Thomas Edison, Max Muller came to the stage and addressed the scholars and asked them,

“You heard my original voice in the morning. Then you heard the same voice coming out from this instrument in the afternoon. Do you understand what I said in the morning or what you heard in the afternoon?”

The audience fell silent because they could not understand the language in which Max Muller had spoken.

It was 'Greek and Latin' to them as they say.

But had it been Greek or Latin, they would have definitely understood because they were from various parts of Europe.

It was in a language which the European scholars had never heard.

Max Muller then explained what he had spoken.

He said that the language he spoke was Sanskrit and it was the first sloka of Rig Veda, which says “Agni MeelePurohitam”

This was the first recorded public version on the gramophone plate.

अ ङमीळेपरु ोहितं ङङयदवे ं ङवीजमा

होतारं ङनधातममा॥

(Rig Veda 1.001.01)

Why did Max Muller choose this?

Addressing the audience he said,

“Vedas are the oldest text of the human race. And “Agni MeelePurohitam” is the first verse of Rig Veda.

In the most primordial time, when the people did not know how even to cover their bodies and lived by hunting and housed in caves, Indians had attained high civilization and they gave the world universal philosophies in the form of the Vedas”

When “Agni MeelePurohitam” was replayed, the entire audience stood up in silence as a mark of respect.

The verse means :

“Oh Agni, You who gleam in the darkness, to You we come day by day, with devotion and bearing homage. So be of easy access to us, Agni, as a father to his son, abide with us for our well being.”

Dr. Manoj Gadre
Associate Professor





FATHER-PILLAR OF MY STRENGTH



The person from whom I take inspirations, my support, my backbone when I need a

Helping hand.

I know you are warm-hearted caring, loving and nurturing. I know you are soft and thoughtful. I know you are a devotee of Vitthal, an intellectual, a critic and

A thinker of deep thoughts.

I recently realized the true depth and breadth of your presence. You may not have

Been as vocal as Mummy, but a person silently working hard for his family without taking any of credits.

But, I've realized that your spirit, your influence, your character, and you are quiet, yet

Strong presence is in valuable tome.

You've been far from perfect ,but I have watched you grow and become a better version

Of yourself, which not only makes me proud, but has given me deep knowing about

The gifts life brings with time and maturity.

You are the stick from which I me a sure the greatness of a man.

You just have the rights for the breath which I take. You taught me how to walk in

Bad times, to be silent and narrow minded, and most important how to face the

world.

That's why you are the Pillar of my LIFE.

My beloved Father "Appa"

(The love, respect for you will never come to an end)

Pritam Kailas Ingawale
MBA-I

INTRODUCTION TO BITCOIN



What is Bitcoin?



Bitcoin is a new currency that was created in 2009 by an unknown person using the alias Satoshi Nakamoto. Transactions are made with no middle men – meaning, no banks! There are no transaction fees and no need to give your real name. More merchants are beginning to accept them: You can buy webhosting services, pizza or even manicures.

Why Bitcoins?



Bitcoins can be used to buy merchandise anonymously. In addition, international payments are easy and cheap because bitcoins are not tied to any country or subject to regulation. Small businesses may like them because there are no credit card fees. Some people just buy bitcoins as an investment, hoping that they'll go up in value.

Acquiring Bitcoins



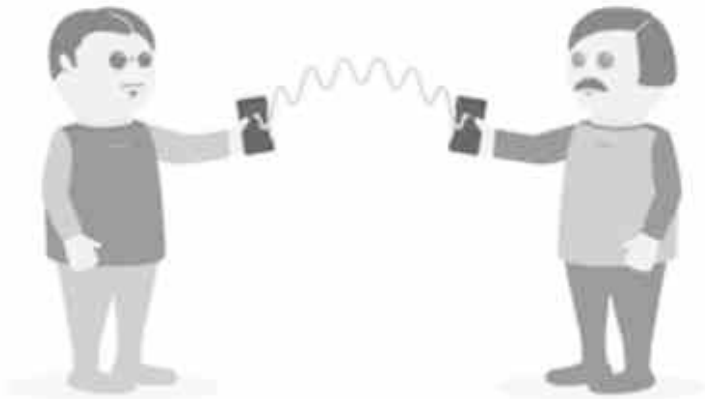
EXCHANGE	BTC CHINA	MT. GOX
LAST PRICE	5406	691.49999
VOLUME	1,353,269.92	1,014,233.28
BID	5435.13	686.70001
ASK	5449	687.00001

TRADE

Buy on an Exchange Several marketplaces called “bitcoin exchanges” allow people to buy or sell bitcoins using different currencies. Mt. Gox is the largest bitcoin exchange.

Transfers

People can send bitcoins to each other using mobile apps or



their computers. It's similar to sending cash digitally.

Mining



People compete to “mine” bitcoins using computers to solve complex math puzzles. This is how bitcoins are created. Currently, a winner is rewarded with 25 bitcoins roughly every 10 minutes.

Owning Bitcoins

Bitcoins are stored in a “digital wallet,” which exists either in the cloud or on a user's computer. The wallet is a kind of virtual bank account that allows users to send or receive bitcoins, pay for goods or save their money. Unlike bank accounts, bitcoin wallets are not insured by the FDIC. Wallet in cloud: Servers have been hacked. Companies have fled with clients' Bitcoins. Wallet on computer: You can accidentally delete them. Viruses could destroy them.

Anonymity



Though each bitcoin transaction is recorded in a public log, names of buyers and sellers are never revealed – only their wallet IDs. While that keeps bitcoin users' transactions private, it also lets them buy or sell anything without easily tracing it back to them. That's why it has become the currency of choice for people online buying drugs or other illicit activities.

Future in question

No one knows what will become of bitcoin. It is mostly



unregulated, but that could change. Governments are concerned about taxation and their lack of control over the currency.

Prof. Anishkumar Karia
Assistant Professor



NICE LINE FROM RATAN TATA'S LECTURE- IN LONDON



Nice line from Ratan Tata's Lecture- in London

Don't educate
your children
to be rich.
Educate them
to be Happy.
So when
they grow up
they will know
the value of things
not the price

"Eat your food
as your medicines.

Otherwise
you have to
eat medicines
as your food"

The One
who loves you
will never leave you
because
even if there are
100 reasons
to give up
he will find
one reason
to hold on.

There is
a lot of difference
between
human being
and being human.
A Few understand it.

You are loved
when you are born.
You will be loved
when you die.
In between
You have to manage...!

If u want to Walk Fast,
Walk Alone..!
But
if u want to Walk Far,
Walk Together..!!

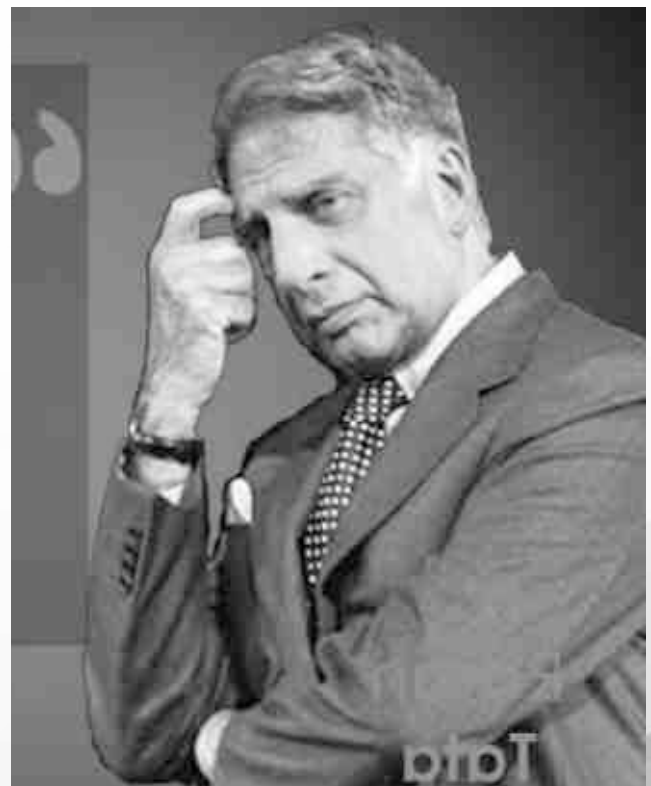
Six Best Doctors in the World-

- 1.Sunlight
 - 2.Rest
 - 3.Exercise
 - 4.Diet
 - 5.Self Confidence
- &
Friends

Maintain them in all stages of Life and enjoy healthy life

If you see the moon You see the beauty of Nature If
you see the Sun You see the power of Nature And
If you see the Mirror You see the best Creation of Nature
.... So Believe in YOURSELF & Enjoy the "Trip" called
LIFE...

Dr. Manoj Gadre
Associate Professor





SHADOW BEHIND SUCCESS..!!



Here's to the woman...

Who knows where she is going,
And will keep on until she gets there,
Who knows not only what she wants from life,
But she has to offer something in return.

Here's to the woman...

Who is loyal to family and friends,
Who expects nothing from others,
Who is always willing to give everything that she has.

Here's to the woman...

Who gives the gifts of her thoughtfulness,
Who shows her caring with a word of support,
Her understanding with a smile,
A woman who brings joy to others,
Just by being herself.

It's hard to be a woman you must think like a MAN, act like a LADY, look like a YOUNG GIRL & work like a HORSE.

Who is this who looks down like the dawn, beautiful as the moon, bright as the sun, awesome as an army with banners?

Who indeed? She is a woman. She is a mother, daughter, wife, sister. She is a person. She is strong, smart, crafty. She is passionate, courageous and also generous. She is action, emotion, devotion. She has hope, beauty and also power. Like a mother she will hold you close and tight selfless she is.. full of truth and right.. with such a beauty she holds love in her eyes.. that might challenge the depth of oceans and length of skies.

Women see opportunities in everything and everyone. Women have the ability to see opportunities and give their ideas life and inspire others to do the same. Woman, when given the opportunities to be themselves, are natural leaders!!

A woman's mind is a wondrous thing to have. There is so much that she can hold in her mind, from shopping lists to

everyday tasks and duties. Women are able to do more and better things with their extended abilities than ever before and are more independent with their lives. Now a days Women are reshaping the landscape of the business. They have ability to see what others don't, do what others won't...

A strong woman is one who feels deeply and loves fiercely. She is both strong and powerful. She is both practical and spiritual. Her tears flow just as abundantly as her laughter. And she will continue to smile no matter how hurt she is.. She can handle trouble and carry heavy burdens. Hence a strong woman in her essence is a gift to the world..

The great examples of womanhood are, the Queen of Jhansi, RANI LAXMI BAI, lead an entire army and died in the battle, she was also a great cook at home, and took care of the huge castle library. The beautiful and stylish INDIRA GANDHI the prime minister of INDIA.. MOTHER TERESA, the epitome of love. Such are the women of INDIA, and are several more like Medha patkar, indra noori, kiran bedi, sudha murthy are all who ambitiously wanted to lead their own life and also who lead the path today with their attitude and passion.

"You may shoot her with your words,
You may cut her with your eyes,
You may kill her with your hatefulness,
But still, like air, she'll rise".

Salute to every mother, sister, teacher, girl my salute to every beautiful women of this world.

AND ABOVE ALL BE THE 'HEROINE' OF YOUR OWN LIFE...!!

-Snehali Mandale

MBA-1





ALL IS IN THE MIND



There was a man who worked for the railroad. One day, he went into the freezer compartment to do his routine work. The door accidentally closed and he found himself trapped in the compartment. He shouted for help but no one heard him since it was midnight.

He tried to break down the door but he could not. As he lay in the freezer compartment, he began to feel colder and colder. Then he began to feel weaker and weaker, and he wrote on the wall of the compartment, "I am feeling colder and colder; and I am getting weaker and weaker. I am dying, and this may be my last words"

In the morning when the other workers opened up the compartment they found him dead. The sad twist to the above story is that the freezing apparatus there had broken down a few days ago. The poor worker did not know about it and in his mind the freezing apparatus was working perfectly. He felt cold, got weaker and literally willed himself to die.

MORAL

Our sub-conscious mind can be cheated. The sub-conscious mind can only accept and act on information passed to it by the conscious mind.

It has no capacity to reject or decline any instruction or information passed to it by the conscious mind.

In the case of the poor worker, he consciously thought that he was getting colder, weaker and dying and the sub-conscious mind accepted the above instructions and affected his physical body. That was how he willed himself to die.

**Altamash Hasan
MBA-I**



TWELVE GOLDEN SENTENCES



- *1 Heavy rains remind us of challenges in life. Never ask for a lighter rain, just pray for a better umbrella. That is Attitude.*
- *2 When flood comes, fish eats ants and when flood recedes, ants eat fish. Only time matters. Just hold on. God gives opportunity to every one.*
- *3 In a theatre when drama plays, you opt for front seats. When film is screened, you opt for rear seats. Your position in life is only relative. Not absolute.*
- *4 For making soap, oil is required. But to clean oil, soap is required. This is the irony of life.*
- *5 Life is not about finding the right person. But creating the right relationship.*
- *6 It's not how we care in the beginning. But how much we care till the end.*
- *7 Every problem has (N+1) solutions: where N is the number of solutions that you have tried and 1 is that you have not tried.*
- *8 When you are in problem, don't think it's the End. It is only a Bend in life.*
- *9 Difference between Man and God is God gives, gives and forgives. Man gets, gets and forgets.*
- *10 Only two category of people are happy in life-The Mad and the Child. Be Mad to achieve a goal. Be a Child to enjoy what you achieved.*
- *11 Never play with the feelings of others. You may win. But loose the person for lifetime.*
- *12 There is NO Escalator to success. ONLY STEPS!!!*

**Dr. Manoj Gadre
Associate Professor**



EVER BEEN BULLIED?.... THEN THIS IS FOR YOU TO READ!



The other day, I met one of my childhood friends. We were discussing about parenting and she mentioned one very interesting incident that took place at her son's school. He is a 4 year old toddler. It's the age when they're at their sensitive best, learning to go to school and interact with kids in the neighborhood. A child hit him at school and he complained about it to her when he came back home. She asked him to go and complain to the teacher if such an incident took place the next time. The same thing happened for two consecutive days and then she got angry and told her son to hit back the next time the other child tries to hit him. When he got hit, the bully took up the issue with the teacher and my friend was called to school for her son's bad behavior. She narrated the whole incident and told her that if we don't teach our kids to defend themselves at the right age, the big bad wolves of this world are going to gobble them up sooner or later.

The same applies to the workplace too and even to the schools where our children go. The situations are the same, only the places change. We were taught about being kind, sincere and hardworking during our childhood. Our parents took great pains to make us understand the difference between right and wrong and to follow the right principles in life. But they didn't teach us to fight or speak back in self defense or how not to allow someone to try and put us down. Each one of us has been bullied at some point of time. But did we stand up for ourselves? We thought about it after going home and made plans in our minds about how we will defend ourselves the next time we face such a situation. Why? The reason is all the goodness present in our character, that doesn't allow us to give an instant slap on the face answer to them or be rude. I myself have gone blank a few times.

Reminiscing on it made me realize that in our inner heart, we know who we are, what is our job and that we don't need to justify things to others about why we are here. Every incident in life comes with learning. You are not here to justify or prove your self-worth to others. You are here for yourself. YOU are the reason people are noticing who you are and ready to pounce on you with some rubbish criticism just to put you down.

Like the saying, "Never be sad if someone hurts you for the tree with the sweetest fruit is hit by more stones."- Hazrat Ali AS

And the reason they try to put you down is because they know deep down that you are unique, efficient and special, that they can never become like you and so an attempt to put down your confidence.

A person with a strong character will understand this best.

Your competition is not with these foolish people, it is with yourself- to become a better version of you- every day.

To achieve all those dreams and goals you have set for yourself. The dream of becoming the best possible version you can be of yourself. And don't allow these bullies to put you down ever, laugh it off and think about the fact that you are being noticed for the person you are and the things you are doing.

Like Eleanor Roosevelt has rightfully said:- "No one can make you feel inferior without your consent."

Tell them all that YOU HAVE ARRIVED.

Prof. Aishwarya Gopalakrishnan
Assistant Professor

CHALLENGES IN HUMAN RESOURCE MANAGEMENT



The world of work is rapidly changing. As a part of organization, Human Resource Management (HRM) must be prepared to deal with effects of changing world of work. For the HR people it means understanding the implications of globalization, work-force diversity, changing skill requirements, corporate downsizing, continuous improvement initiatives, re-engineering, the contingent work force, decentralized work sites and employee involvement for which all and more have the financial implication to organization. Let alone on the employees side where engagement, satisfaction, motivation, retention, absenteeism, turnover have to be checked. As a rule human resource management has to venture into new trends in order to remain relevant corporate development partner. Look at the new trends bellow;

Globalization and its implications

Business today doesn't have national boundaries – it reaches around the world. The rise of multinational corporations places new requirements on human resource managers. The HR department needs to ensure that the appropriate mix of



employees in terms of knowledge, skills and cultural adaptability is available to handle global assignments. In order to meet this goal, the organizations must train individuals to meet the challenges of globalization. The employees must have working knowledge of the language and culture (in terms of values, morals, customs and laws) of the host country.

Human Resource Management (HRM) must also develop mechanisms that will help multicultural individuals work together. As background, language, custom or age differences become more prevalent, there are indications that employee conflict will increase. HRM would be required to train management to be more flexible in its practices. Because tomorrow's workers will come in different colors, nationalities and so on, managers will be required to change their ways. This will necessitate managers being trained to recognize differences in workers and to appreciate and even celebrate these differences.

Work-force Diversity

In the past HRM was considerably simpler because our work force was strikingly homogeneous. Today's work force comprises of people of different gender, age, social class sexual orientation, values, personality characteristics, ethnicity, religion, education, language, physical appearance, marital status, lifestyle, beliefs, ideologies and background characteristics such as geographic origin, tenure with the organization, and economic status and the list could go on. Diversity is critically linked to the organization's strategic direction. Where diversity flourishes, the potential benefits from better creativity and decision making and greater innovation can be accrued to help increase organization's competitiveness. One means of achieving that is through the organization's benefits package. This includes HRM offerings that fall under the heading of the family friendly organization. A family friendly organization is one that has flexible work schedules and provides such employee benefits such as child care. In addition to the diversity brought by gender and nationality, HRM must be aware of the age differences that exist in today's work force. HRM must train people of different age groups to effectively manage and to deal with each other and to respect the diversity of views that each offers. In situations like these a participative approach seems to work better.

Changing skill requirements

Recruiting and developing skilled labor is important for any company concerned about competitiveness, productivity, quality and managing a diverse work force effectively. Skill

deficiencies translate into significant losses for the organization in terms of poor-quality work and lower productivity, increase in employee accidents and customer complaints. Since a growing number of jobs will require more education and higher levels of language than current ones, HRM practitioners and specialists will have to communicate this to educators and community leaders etc. Strategic human resource planning will have to carefully weigh the skill deficiencies and shortages. HRM department will have to devise suitable training and short term programs to bridge the skill gaps & deficiencies.

Corporate downsizing.

Whenever an organization attempts to delayer, it is attempting to create greater efficiency. The premise of downsizing is to reduce the number of workers employed by the organization. HRM department has a very important role to play in downsizing. HRM people must ensure that proper communication must take place during this time. They must minimize the negative effects of rumors and ensure that individuals are kept informed with factual data. HRM must also deal with actual layoff. HRM dept is key to the downsizing discussions that have to take place.

Continuous improvement programs

Continuous improvement programs focus on the long term well-being of the organization. It is a process whereby an organization focuses on quality and builds a better foundation to serve its customers. This often involves a companywide initiative to improve quality and productivity. The company changes its operations to focus on the customer and to involve workers in matters affecting them. Companies strive to improve everything that they do, from hiring quality people, to administrative paper processing, to meeting customer needs.

Unfortunately, such initiatives are not something that can be easily implemented, nor dictated down through the many levels in an organization. Rather, they are like an organization wide development process and the process must be accepted and supported by top management and driven by collaborative efforts, throughout each segment in the organization. HRM plays an important role in the implementation of continuous improvement programs. Whenever an organization embarks on any improvement effort, it is introducing change into the organization. At this point organization development initiatives dominate. Specifically, HRM must prepare individuals for the change. This requires clear and extensive communications of why the change will occur, what is to be expected and what effect it will have on employees.



Re-engineering work processes for improved productivity

Although continuous improvement initiatives are positive starts in many of our organizations, they typically focus on ongoing incremental change. Such action is intuitively appealing – the constant and permanent search to make things better. Yet many companies function in an environment that is dynamic- facing rapid and constant change. As a result continuous improvement programs may not be in the best interest of the organization. The problem with them is that they may provide a false sense of security. Ongoing incremental change avoids facing up to the possibility that what the organization may really need is radical or quantum change. Such drastic change results in the re-engineering of the organization.

Re-engineering occurs when more than 70% of the work processes in an organization are evaluated and altered. It requires organizational members to rethink what work should be done, how it is to be done and how to best implement these decisions. Re-engineering changes how organizations do their business and directly affects the employees. Re-engineering may leave certain employees frustrated and angry and unsure of what to expect. Accordingly HRM must have mechanisms in place for employees to get appropriate direction of what to do and what to expect as well as assistance in dealing with the conflict that may permeate the organization. For re-engineering to generate its benefits HRM needs to offer skill training to its employees. Whether it's a new process, a technology enhancement, working in teams, having more decision making authority, or the like, employees would need new skills as a result of the re-engineering process.

Contingent workforce

A very substantial part of the modern day workforce are the contingent workers. Contingent workers are individuals who are typically hired for shorter periods of time. They perform specific tasks that often require special job skills and are employed when an organization is experiencing significant deviations in its workflow. When an organization makes its strategic decision to employ a sizable portion of its workforce from the contingency ranks, several HRM issues come to the forefront. These include being able to have these virtual employees available when needed, providing scheduling options that meet their needs and making decisions about whether or not benefits will be offered to the contingent work force.

No organization can make the transition to a contingent workforce without sufficient planning. As such, when these

strategic decisions are being made, HRM must be an active partner in these discussions. After its entire HRM department's responsibility to locate and bring into the organization these temporary workers. As temporary workers are brought in, HRM will also have the responsibility of quickly adapting them to the organization. HRM will also have to give some thought to how it will attract quality temporaries. This is sometimes done on consultancy basis. Consultancy work is often a short time basis and to re-invent the organization's operation such a workforce of consultancy is vital.

Mass Customization

There is a lot going on already within HR concerning mass customization, the optimal combination of mass production with customization. We've seen companies basing employment arrangements on learning styles and personalities, allowing employees to choose between lower base pay and higher bonuses vs. higher base pay and lower bonuses, and changing from career ladders with a straight shot to the top to career lattices where a sideways move is considered a good career move. Here, HR has done a great job of applying HR principles to its own traditional functional processes.

HR will need to take the tools of marketing around customization for consumers and clients and applying them to the task of talent segmentation. The key is to optimize. At one extreme, a personal employment deal for every individual would be chaotic. At the other extreme, defining fairness as “same for everyone” risks missing important benefits of customization, and in fact may be unproductive and unfair.

Thus, HR should develop principles for understanding the optimal level of customization in the employment relationship. Moreover, because customization will often mean that different groups of employees receive different employment arrangements based on their needs or the way they contribute, HR must develop principles that equip leaders to explain these differences to employees. Our work suggests that while many HR managers understand the need for customization and differentiation in principle, they resist it because they simply don't feel well-equipped to explain them. It is far easier to say, “We do the same thing for everyone, so it's out of my hands.” The concept of fairness is sometimes confused with treating everyone the same.

Devendra Mutha

MBA-II



ज़िन्दगी क्यों हमें मिली है, जीने के लिए या मरने के लिए मिली है।

क्यों इसे हम समझ नहीं पाते ,
क्यों खुदकी मर्जी से जी नहीं पाते ,
बहुत ऐसे सवाल है,
जिनके जवाब अभी बाकी है ,
और नए सवाल इसमें जुड़ते जाते है,

ज़िन्दगी क्यों हमें मिली है ,
जीनेकेलिए या मरनेकेलिए मिली है।

ज़िंदा रहे भीतो किस लिए ,
यहाँ तो जीने की भी वजह नहीं मिलती ,
मरनाचाहे भीतो किसलिए,
मरने की भी तो वजह नहीं मिलती,
बस इसी तरह ज़िन्दगी की उलझने बढ़ती जाती है,
हम जीते है या मरते है येस वाल बढ़ते जाते है।

चाहते है हम ज़िन्दगी से कुछ एसा,
जो हमें मिल नहीं सकता,
इसीव जहसे हस नातोदूर ,
रोने का भी समय नहीं मिलता।

क्यों इसे हम समझ नहीं पाते ,
क्यों खुदकी मर्जी से जीनहीं पाते ,
बहुत ऐसे सवाल है,
जिन के जवाब अभी बाकी है ,
और नएसवाल इसमें जुड़ते जाते है,

चाहते तो है हम इस ज़िन्दगी को समझ ना ,
पर जितना समझने की कोशिस करो ,

उतना ही उलझा देती है ये ज़िन्दगी,
इस ज़िन्दगी की कश्मकस को जोसमजता है,
वही इस ज़िन्दगी जीपाता है।

ज़िन्दगी हमें इसेइंसानोंसे मिलवाती है,
जिन्हें हम जानसे ज्यादा प्यार करते है,
फिरये ज़िन्दगी इसे मोड़पेखड़ा करती है,
जिसको हम जानसे ज्यादा चाहते है,
वाही बिचरा हमें छोड़कर चला जाता है,

ज़िन्दगी को क्या मिलता है येसब करके,
दिल तो हमारा तडपता है दूरियसहके,
ज़िन्दगी अपना काम करके जाती है,
हम कितना भी खुशरहले,
एक दिनये हमें रुलाती है,

ज़िन्दगी क्यों हमें मिली है ,
जीनेकेलिएया मरनेकेलिए मिली है।

क्यों इसे हमसमझ नहीं पाते ,
क्यों खुद कीमर्जीसे जी नहीं पाते ,
बहुत ऐसे सवाल है,
जिनके जवाब अभी बाकी है ,
और न एसवाल इसमें जुड़ते जाते है,

ज़िन्दगी क्यों हमें मिली है ,
जीने के लिए या मरनेके लिए मिली है।

Pratamesh Bhagmar
MBA-1





RAAT YO KAHNE LAGA MUJSE GAGAN KA CHAAND



रातयों कहने लगा मुझसे गगन का चाँद,
आदमी भी क्या अनोखा जीव है।
उलझ में अपनी बनाकर आपही फँसता,
और फिरबे चैन हो जगता, नसोता है।
जानता है तू कि मैं कितना पुरा नाहूँ?
मैं चुका हूँ देख मनुको जनमते -मरते।
और लाखों बार तुझ -से पागलों को भी
चाँद नी में बैठ स्वप्नों पर सही करते।

आदमी का स्वप्न? है वह बुलबुला जलका
आज उठता और कल फिर फूट जाता है।
किन्तु, फिर भी धन्य ठहरा आदमी हीतो
बुल बुलोंसे खेलता, कविता बनाता है।

मैं नबोला किन्तु मेरी रागिनी बोली,
देख फिर से चाँद! मुझको जानता है तू?
स्वप्न मेरे बुलबुले हैं? है यही पानी,
आगको भी क्या नहीं पहचानता है तू?
मैं नवहजो स्वप्न पर केवल सही करते,
आग में उसको गला लोहा बनाता हूँ।
और उस पर नींवर खता हूँ नये घर की,
इस तरह दीवार फौलादी उठाताह ूँ।
मनु नहीं, मनु-पुत्र है यह सामने, जिसकी
कल्पना की जीभ में भी धार होती है।
वाण ही होते विचारोंके नहीं केवल,
स्वप्न के भी हाथ में तलवार होती है।

स्वर्ग के सम्राट को जाकर खबर कर दे
रोज ही आकाश चढ़ते जा रहे हैं वे।
रोकिये, जैसे बने इन स्वप्न वालों को,
स्वर्ग की ही ओर बढ़ते आरहे हैं वे।

Urmila Yadav
MBA-1



अम्मा : एक कथा गीत



थोड़ी थोड़ी धूप निकलती थोड़ी बदली छाई है
बहुत दिनों पर आज अचानक अम्मा छत पर आई है!
शॉल सरक कर कांधों से उजले पाँवों तक आया है
यादों के आकाश का टुकड़ा फटी दरी पर छाया है
पहले उसको फुर्सत कब थी छत के ऊपर आने की
उसकी पहली चिंता थी घर को जोड़ बनाने की
बहुत दिनों पर धूप का दर्पण देख रही परछाई है!
बहुत दिनों पर आज अचानक अम्मा छत पर आई है!

सिकुड़ी सिमटी उस लड़की को दुनिया की काली कथा मिली
पापा के हिस्से का कर्ज मिला सबके हिस्से की व्यथा मिली



बिखरे घर को जोड़ रही थी काल चक्र को मोड़ रही थी
लालटेन-सी जलती-बुझती गहन अंधेरे तोड़ रही थी
सन्नाटे में गूँज रही वह धीमी-सी शहनाई है!
बहुत दिनों पर आज अचानक अम्मा छत पर आई है!

दूर गाँव से आई थी वह दादा कहते बच्ची है
चाचा कहते भाभी मेरी फूलों से भी अच्छी है
दादी को वह हँसती-गाती अनगढ़-सी गुड़िया लगती थी
छोटा मैं था- मुझको तो वह आमों की बगिया लगती थी
जीवन की इस कड़ी धूप में अब भी वह अमराई है!



बहुत दिनों पर आज अचानक अम्मा छत पर आई है!

नींद नहीं थी लेकिन थोड़े छोटे-छोटे सपने थे
हरे किनारे वाली साड़ी गोटे-गोटे सपने थे
रात रात भर चिड़िया जगती पत्ता-पत्ता सेती थी
कभी-कभी आँचल का कोना आँखों पर धर लेती थी
धुंध और कोहरे में डूबी अम्मा एक तराई है!
बहुत दिनों पर आज अचानक अम्मा छत पर आई है!

हँसती थी तो घर में घी के दीए जलते थे
फूल साथ में दामन उसका थामे चलते थे
धीरे धीरे घने बाल वे जाते हुए लगे

दोनों आँखों के नीचे दो काले चाँद उगे
आज चलन से बाहर जैसे अम्मा आना पाई है!

पापा को दरवाजे तक वह छोड़ लौटती थी
आँखों में कुछ काले बादल जोड़ लौटती थी
गहराती उन रातों में वह जलती रहती थी
पूरे घर में किरन सरीखी चलती रहती थी
जीवन में जो नहीं मिला उन सबकी माँ भरपाई है!
बहुत दिनों पर आज अचानक अम्मा छत पर आई है!
बड़े भागते तीखे दिन वह धीमी शांत बहा करती थी
शायद उसके भीतर दुनिया कोई और रहा करती थी
खूब जतन से सींचा उसने फ़सल फ़सल को खेत खेत को
उसकी आँखें पढ़ लेती थीं नदी नदी को रेत रेत को
अम्मा कोई नाव डूबती बार बार उतराई है!
बहुत दिनों पर आज अचानक अम्मा छत पर आई है!

Sheetal Dhamale
MBA-I





हज़ारों दुखड़े सहती



हज़ारों दुखड़े सहती
हज़ारों दुखड़े सहती है माँ
फिर भी कुछ ना कहती है माँ
हमारा बेटा फले औ' फूले
यही तो मंतर पढ़ती है माँ
हमारे कपड़े कलम औ' कॉपी
बड़े जतन से रखती है माँ
बना रहे घर बँटे न आँगन
इसी से सबकी सहती है माँ
रहे सलामत चिराग घर का
यही दुआ बस करती है माँ
बढ़े उदासी मन में जब जब
बहुत याद में रहती है माँ
नज़र का कांटा कहते हैं सब
जिगर का टुकड़ा कहती है माँ
मनोज मेरे हृदय में हरदम
ईश्वर जैसी रहती है माँ

Prof. Amrish Padma
Assistant Professor

स्वानंद नेमके काय



मी वाचलेला आज पर्यंतचा सगळ्यात चांगला लेख...
कृपया वेळ काढून आवश्यक वाचा व आत्मसात करा..आनंद घ्या....
अक्षय आनंद
एक श्रीमंत बाई असते...
सगळे वैभव असूनही तिचे मन अस्वस्थ असते...
थोडक्यात काय, तर तिच्या मनाला अक्षय आनंदाची आस होती...
नेमका तोच तिला मिळत नव्हता...
तिने पुष्कळ डॉक्टरांचा सल्ला घेतला. अखेर मानसोपचार तज्ज्ञाला
भेटून तिने आपली व्यथा सांगितली...
"तुम्हाला काय वाटते. तुमचे सुख कशात आहे?" तज्ज्ञाने विचारले.
ती म्हणाली. "हे मला समजत असते तर मी तुमच्याकडे आले असते
काय?"



तज्ज्ञाने तिला पुढल्या आठवड्यात बोलावले...

'आज मी अशा एका बाईची ओळख करून देणार आहे, जी अत्यंत समाधानी आहे. ती माझ्या ऑफिस मध्ये रोज झाडू मारते. मी तिला कधीही दुःखी बघितले नाही. ती सतत गात असते. तिच्या या आनंदी स्वभावामुळे ऑफिसमध्ये येणारी माणसेही आनंदी होतात.'

श्रीमंत बाई आश्चर्याने म्हणाली, 'ही बाई मला आनंदाचा मंत्र देणार? तिची आणि माझी काय बरोबरी? तुम्ही निदान आमच्या दोघीत केवढा फरक आहे याचा तरी विचार करायचा.'

तज्ज्ञ किंचित हसला आणि म्हणाला, 'तुम्ही म्हणता ते बरोबर आहे. माझ्या झाडूवालीची आणि तुमची बरोबरी होऊच शकणार नाही. परंतु तुम्ही तिची गोष्ट ऐका. तुम्हाला पटली आणि तुमचा आनंद तुम्हाला मिळाला, तर मला समाधान वाटेल. तिचे बोलणे निरर्थक वाटले तर सोडून द्या.'...

तज्ज्ञाने झाडूवालीला बोलाविले. विनम्रपणे ती थोड्या अंतरावर बसली. प्रणाम केला आणि ती बोलू लागली.

'बाई, तुमच्यासारखे माझे जग मोठे नाही. माझ्या छोट्या आयुष्यात मी सुखी होते. नवरा चांगला होता. छान मुलगा होता. अचानक नवऱ्याला ताप आला. त्याला हिवताप झाल्याचे उशिरा कळले. औषधे बदलूनही उपयोग झाला नाही. थोड्यात दिवसांनी माझा नवरा आम्हाला सोडून गेला. ते दुःख पचवायला मला फार वेळ लागला. नशिबाने माझ्यावर पुन्हा एकदा अन्याय केला. आमचा तरणाटाठा मुलगा अपघातात वारला. त्याच्या बाईकला कोणीतरी धडक दिली. या आघाताने मला कशातच आनंद वाटेना.'

'एक दिवस मी निराश अवस्थेत कामावरून परतत होते. रात्र झाली होती. थंडी वाढली होती. दार उघडत असताना मांजराचे एक पिल्लू घराच्या पायरीवर दिसले. ते थंडीने कुडकुडत होते. बहुधा उपाशीही असावे. त्याची दया येऊन मी त्याला घरात आणले, दूध पाजले...

तासाभरात ते पिल्लू तरतरीत झाले. आनंदाने माझ्याभोवती बागडू

लागले. त्याचा आनंद पाहून मलाही आनंद झाला...!!!'

अचानक माझ्या लक्षात आले, की एका छोट्या कृतीने मी एका पिल्लाला एवढा आनंद देऊ शकले. असाच आनंद मी आजूबाजूच्या लोकांना दिला, तर माझ्याही जीवनात केवढा आनंद निर्माण होईल! तेव्हापासून मी ठरविले, की इतरांना आनंद देत राहायचे...!!!'

दुसऱ्या दिवशी मी ताजी बिस्कटे बनविली आणि आजारी शेजाऱ्याला नेऊन दिली. त्याला 'लवकर बरा हो' म्हटले. मला वाटले नव्हते, की माझ्या जाण्याने आणि एवढ्याशा भेटवस्तूने त्याला एवढा आनंद होईल. त्यानंतर मी ठरविले, की रोज कोणा एकाला तरी आनंद द्यायचा...!!!

माझे हे व्रत अनेक वर्षे अव्याहत चालू आहे. मला वाटते माझ्याएवढे समाधानी आणि आनंदी कोणीच नसेल. मी रोज शांत झोपते आणि सकाळी आनंदाचा विचार करतच उठते.'...!!!

तिची कथा ऐकत असताना श्रीमंत बाईच्या डोळ्यांतून अश्रू वाहत होते.

आपण श्रीमंतीत जगलो, पण पैशाने न मिळणारा आनंद आपल्याला कधीच मिळाला नाही. सापडलाही नाही, असे वाटून ती बाई मनोमन शरमली.

झाडूवाली म्हणाली, 'तुम्ही किती आनंदी आहात, सुखी आहात यात जीवनाचे सौंदर्य नाही. तुम्ही इतरांना किती आनंदी केले, यातून तुमच्या जीवनाचे सौंदर्य मोजता येते. आयुष्याचे ध्येय आनंद मिळविणे हे नसून, आनंदाचा प्रवास करणे हे आहे. आनंद उद्या मिळेल म्हणून वाट पाहायची नसते. तो आजच मिळवायचा असतो. आपला आनंद दुसऱ्यावर अवलंबून नाही. आनंदी राहणे हा आपला निर्णय असतो. तुमच्याजवळ काय आहे, त्यामुळे आनंदी आहात की नाही हे ठरत नाही. तुम्ही काय आहात आणि दुसऱ्यांसाठी किती आनंद देऊ शकता यावरच आनंदाचे गणित सोडविता येते.'

श्रीमंत बाई भारावून जाऊन झाडूवालीचे शब्द मनात साठवत होती.



तज्ज्ञाने तिच्याकडे अर्थपूर्ण नजरेने पाहिले.

श्रीमंत बाई म्हणाली, "आज मला आयुष्याचे जे गुपित कळले आहे, त्यासाठी मी माझी सर्व दौलत द्यायला तयार आहे. मला वाटले होते एक झाडूवाली मला काय ज्ञान देणार? परंतु तिने जे सोपे करून सांगितले, त्याला तोड नाही. आजपासून मीही आनंदात राहणार आणि माझा आनंद इतरांना वाटत राहणार." आनंदाची ही सोपीशी व्याख्या आपणही शिकूया...!!!

आजपर्यंत आपण विचार केला असेल हे "स्वानंद" काय आहे...

ह्या मेसेज चा अर्थ म्हणजे स्वानंद...!!!

आनंदच आनंद....

रोहन टिळेकर M.B.A.-II

रातराणीचा सुगंध पलंगावर लोळता लोळता उपभोगू शकतो. पण तुळस वृंदावनातच राहते... तिच्यापुढे आपल्यालाच उभं राहावं लागतं...

आपलं कुणी अनुकरण किंवा द्वेष करायला लागलं की समजावं आपला उत्कर्ष होतोय...

ज्यांच्या असण्याला अर्थ असतो, त्यांच्याच नसण्याची पोकळी जाणवते...

आयुष्य फार सुंदर आहे...

ते फक्त चांगल्या विचारांनी जगता आलं पाहिजे...

*माणसाला माणूस जोडत गेलं पाहिजे..

रोहन टिळेकर M.B.A.-II

पु. ल. म्हणतात



खर्च झाल्याचं दुःख नसतं, हिशोब लागला नाही की त्रास होतो...

शस्त्रक्रिया होण्यापूर्वी रोगी घाबरलेला असतो...बरा झाल्यावर शिवलेली जखम तोच कौतुकाने दाखवत सुटतो...

माणूस अपयशाला भीत नाही...अपयशाचं खापर फोडायला काहीच मिळालं नाही तर? याची त्याला भिती वाटते...

रातकिडा कर्कश ओरडतो यात वादच नाही, त्याचा त्रास होतो...

पण त्याहीपेक्षा जास्त त्रास तो कुठे बसून ओरडतो हे सापडत नाही, याचा होतो...

सगळे वार परतवता येतील पण अहंकारावर झालेला वार परतवता येत नाही आणि पचवताही येत नाही...

कोणत्याही सुखाच्या क्षणी आपण होशमध्ये असणं यातच त्या क्षणाची अपूर्वाई आहे...





Jokes

1 ENGINEER, 1 MBA STUDENT OR 1 MCA

1 Engineer, 1 Mba Student
Or 1 Mca
Kasti Me JaRahe The.
1 Jin Aaya Or Bola
"Samndar Me Koi ChizPhenkoAgr
MeneDhund Li To Me Tumhe Mar
Dunga
Or Na DhundPaya To Me Tumhara
Gulam"
Mba Ne Needle Phenki
Jin Ne Dhund Li Or Use Mar Dia.
Mca Student Ne Memory Card
Phenka.
Jin Ne DhundLia Or Use Bhi Mar
Dia.
Engg. Student Ne Disprine Ki Goli
Phenki.
WoPani Me GhulGyi.
Studnt Bola:
Chal Beta GharChal.
Bahut Assignment Padehai.

Reshmi Pillai
MBA-I



MBA and BE

A MBA And A BE Student Go On A
Camping Trip, Set Up Their Tent,
And Fell Asleep.
Some Hours Later, The BE Wakes His
MBA Friend And Says: "Look Up At
The Sky And Tell Me What You See"
The MBA Replies: "I See Millions OfStars"
The BE Asks: "What Does That TellYou?"
The MBA Ponders For A Minute.
"Astronomically Speaking, It Tells Me
That There Are Millions Of Galaxies
And Potentially Billions Of Planets.
Astrologically, It Tells Me That
Saturn Is In Leo.
Time Wise, It Appears To Be
Approximately A Quarter Past Three.
Theologically, It's Evident The Lord Is
All-Powerful And We Are Small AndInsignificant.
Meteorological, It Seems We Will
Have A Beautiful Day Tomorrow.
What Does It Tell You?"
The BE Is Silent For A Moment, Then
Speaks: "Practically, Someone Has
Stolen Our Tent"
" Engineering = 100% CommonSense

Manohar Pawale
MBA-I



Jokes

FUNNY FULL FORMS



MBBS-Miya Biwi Bachchon Samet

MBA-Member of Bhikari Association

MBA-Master of Bad Activity

BBA-Bachelor of Bad Activity

Maths- Mentaly Affected Teachers Harrasing Students

Singh-S-sardar I-insaan N-nahi G-gadha H-hai

Friendship- F-Fun R-Rational I-Impartial E-Emotional N-Never

Ending D-Dependable S-Special H-Heart I-Interesting P-

Priceless...

STUPID- Smart Talented .Unique Person in.Demand

I.D.I.O.T.- Intelligent Doctor in .Operation Threater

WIFE: Worries Invented for Ever

: With Idiot For Ever

Vijay Kumtheekar
Mba-i



DIRECT MARKETING VS CUSTOMER'S FEEDBACK !!! FUNNY MBA WHATSAPPJOKES !!



MBA student hugs a girl

Girl: what is this?

Boy: direct marketing

Girl: slaps a boy

Boy: what is this?

Girl: customer's feedback

Subhashkumar Kumavat
MBA-I



VOICE OF TEACHERS

What do you love most about this college

Academic Environment	25%
Students	75%
Staff-Camaraderie	0%
Extra-Curriculars	0%

What is the most essential quality for Success?

Leadership Quality	0%
Attitude	62.50%
Talent	12.50%
Persistence	0%
Hard-work	25%

What would I be if not a Teacher?

Entrepreneur	75%
Politician	0%
Model/Designer	0%
Sportsperson	0%
Consultant	25%

What gives you the most satisfaction?

When students acknowledge our efforts in their success	12.50%
When students get placed in good companies	50%
When students score good in academics	0%
When students learn and implement our teachings	37.50%

Do you miss your college Days?

Yes, I would love to return to those care-free days	25%
Not so much	0%
Some days are Nostalgic...Sigh!!!	12.50%
SBPIM experience is just like my college days	62.50%

How should the Student-Teacher relationship be according to you?

Positive and Nurturing	87.50%
Open and friendly.	0%
Strictly professional	0%
Friendly but within limits	12.50%

Which event do you enjoy the most?

Yuvotsav	37.50%
Zing	37.50%
National Conference	0%
Alumni Meet	25%

Your thoughts on the Caliber of students.

There is scope for improvement	50%
May have shortcomings, but they are eager to learn	0%
Destined to do great things	37.50%
Talented but weak in academics	12.50%

What should the students do to improve themselves?

Attend Lectures	87.50%
Do SIP sincerely	0%
Converse in English only during college hours	0%
Read news and present it to the class	12.50%

Most Promising class according to you?

Div A	0%
Div B	25%
Div C	50%
II-Year MBA	25%



VOICE OF STUDENTS



Where do you like to spend your time in SBPIM ?

Classroom	32.30%
Library	30.60%
College Katta	9.70%
Canteen	8.10%
Computer Lab	19.40%

Which subject do you think prepares you most for life after college?

Marketing	46.80%
Human resource management	29%
Financial Management	21%
Operations Management	3.20%

If you could change one thing about SBPIM, what would it be?

Install vending machines	11.30%
Free wi-fi	35.50%
College Bus pick-up and drop facility	11.30%
weekly holiday on Saturday	24.20%
No Assignments	17.70%

Who is your favorite teacher?

Amrish sir	17.70%
Laxmi Ma'am	61.30%
Bisoyi Sir	9.00%
Dipti Ma'am	12.00%

Most social-media-savvy teacher?

Classroom	32.30%
Library	30.60%
College Katta	9.70%
Canteen	8.10%
Computer Lab	19.40%

Who is the Strictest teacher?

Anish Sir	51.60%
Pranita Ma'am	8.10%
Swapnali Ma'am	25.80%
Bhushan Sir	14.50%

Do you think participation in extracurricular activities should be required by the school?

Yes - Helps in overall development.	93.50%
No - It will not help much	0%
Maybe - I don't know	6.50%

Most helpful Non-Teaching staff ?

Supriya Ma'am and Swati Ma'am	32.30%
Manoj Sir and Yogesh Sir	45.20%
Admin Office staff -	
Sushil Sir and Kale Sir	22.60%



VOICE OF STUDENTS



Who is the True Caretaker of SBPIM?

Amit Bhau	46.80%
Arvind Bhau	43.50%
Sambhaji Bhau	9.70%

Do you agree that Sameer bhau is the helping-hand of SBPIM?

Yes	72.60%
No	19.40%
Maybe	8.10%

When you look back on this college in later years, what will you remember most?

Caring Teachers and Inspiring Director Sir	69.40%
My friends	12.90%
Sports and Cultural Events	11.30%
Listening to Lectures	0%
College Katta	6.50%

What is your dream job?

A 9 to 5 job	6.50%
Something Creative	43.50%
High-Paying job	21%
Entrepreneur	6.50%

Who is the Cutest Teacher?

kajal Ma'am	30.60%
Sneha Ma'am	45.20%
Zahiruddin Sir	6.50%
Gadre Sir	17.70%

Most All-Rounder Staff?

Amrish Sir	46.80%
Pranita Ma'am	38.70%
Dipti Ma'am	14.50%

Most Inspiring Teacher?

Dr Daniel Sir	77.40%
Dr Thorat Sir	11.10%
Dr Kirti Ma'am	11.50%



SBPIM CULTURAL WEEK ZING 2017 – LIST OF WINNERS

MANAGEMENT QUIZ	WINNER- SHWETA VIBHUTE & SHRADDHA MANDHARE RUNNER UP-ASHWINI KHADKIKAR & ATHULYA NAIR
1-MINUTE MANAGER	WINNER: VIBHUTE SHWETA SHRIMANT RUNNER UP : SHINDE GAYATRI RAJENDRA
MOCK STOCK	WINNER: VIJAY KUMTHEKAR RUNNER UP : MANOJ PRAKASH SHINDE
CASE STUDY	WINNER: HEDAOO AKSHAY NARENDRA RUNNER UP - PAIYAWAL SHUBHAM, PILLAI RESHMI RAJAN, SHIRODKAR NEERAJA NANDKUMAR
BUSINESS PLAN	WINNER: SNEHALI MANDALE & SONALI MANDALE RUNNER UP : CHANDRAKANT ADSARE & PARAG GAYKAR & MANOHAR PAWALE
AD MADS	WINNER: PATIL LOKESH SANJAY MANDALE SNEHALI BHAIRU KUMTHEEKAR VIJAY KISHOR GARUD GANESH SUBHASH MEHTRE DIKSHA SHIVAJI RUNNER UP : SHINDE NINAD MANOHAR SHINDE SHUBHAM CHANDRAKANT SHIRODKAR NEERAJA NANDKUMAR
MEHENDI	WINNER - URMILA YADAV RUNNER- SADIYA SIDDIQUI
FUNFAIR	WINNER FOR BEST MARKETER- MANDALE SNEHALI, MANDALE SONALI WINNER FOR MOST INNOVATIVE PRODUCT- NILAMBARI, UMA RAMAVARA, SADIYA SIDDIQUI, MAYUR SHRIVANT, SWATI SHINDE WINNER: BEST BUSINESSMAN FOOD: SHUBHAM PALLIWAL, TRUPTI LAD , BARKHA BUNDELE WINNER: FOR BEST BUSINESSMAN GAME: SHRUTHI RAO, SHRADDHA MANDHARE WINNER: FOR BEST DECORATED STALL : NILAMBARI, UMA RAMAVARA, SADIYA SIDDIQUI, MAYUR SHRIVANT, SWATI SHINDE
RANGOLI	WINNER: SHIVANI RAUT & YUGANDHARA PATIL RUNNER UP: DHANASHREE INAMDAR AND PRIYANKA DHOBHALE



BOLLYWOOD QUIZ	WINNER: DHANASHREE NIKAM, SADIYA SIDDIQUI RUNNER UP: NEHA SHINGOTE, GAYATRI SHINDE
CREATIVE COOKING	WINNER: PRERNA ANAND RUNNER UP: DHANASHREE INAMDAR & ANUJA HULAWALE PAPER DRESSINGWINNER: MONIKA SHARMA & PRATIBHA SALUNKHE RUNNER UP: AKAI PARADKAR & AKSHATA CHANDANKAR
DANCE COMPETITION	SOLO DANCING WINNER: URMILA YADAV RUNNER UP: MAYUR SHRIVANT RUNNER UP: SHEETAL DHAMALE GROUP DANCING WINNER: NEEL RAMESH AND GROUP NEEL, SHARAYU ,LOKESH, KOJAGIRI, KETAKI, NEHA SHINGOTE, SHUBHAM SHINDE RUNNER UP: TRUPTI AND GROUP TRUPTI , BARKHA, MAYUR
MIMICKRY	WINNER: MAYUR SHRIVANT RUNNER UP: HEMANT RAJESHT
FASHION SHOW	WINNER: COUPLE: LOKESH PATIL AND KOJAGIRI MORE
	RUNNER UP COUPLE: SHARAYU RANDHE AND NEEL RAMESH WINNER: BOY: SHUBHAM SHINDE WINNER: GIRL: PRATIBHA SALUNKHE
MISMATCH DAY	BEST FEMALE - SADIYA SIDDIQUI BEST MALE - MATHPATI IRANNA
VALENTINE RED DAY	BEST MALE - LOKESH PATIL BEST FEMALE -PRERNA ANAND
HISTORICAL FIGURE DAY	BEST MALE - PRITAM INGAWALE BEST FEMALE - SADIYA SIDDIQUI, NEHA SHINGOTE
TRADITIONAL DAY	BEST MALE - SUBHASH KUMAVAT BEST FEMALE - URMILA YADAV
HALLOWEEN DAY	BEST MALE - CHANDRAKANT ADSARE and BEST MALE - TEJAS GAIKWAD BEST FEMALE - NEHA RAMCHANDAMI and BEST FEMALE- SADIYA SIDDIQUI



PCET'S S.B. PATIL INSTITUTE OF MANAGEMENT – ACHIEVERS 2016 – 2017

Sr.	Name	Event	Name of the Institute	Prize Awarded
1	Mr. Rajesh Hemant Ms. Manju Saundarya	Business Quiz	Manghanmal Udham College , Pimpri	First Prize
2	Ms. Shraddha Mandhare	National Conference	S.B. Patil Institute of Management, Nigdi	Published Paper ISBN No: 978-81-922746-5-2.
3	Ms. Akshata Chandankar	National Conference	S.B. Patil Institute of Management, Nigdi	Published Paper ISBN No: 978-81-922746-5-2.
4	Mr. Hemant Rajesh Ms. Komalakshi Acharya	National Conference	S.B. Patil Institute of Management, Nigdi	Published Paper ISBN No: 978-81-922746-5-2.
5	Mr. Shubham Piyawal Ms. Neerja Shirodkar Ms. Reshmi Pillai	National Conference	S.B. Patil Institute of Management, Nigdi	Published Paper ISBN No: 978-81-922746-5-2.
6	Mr. Vinod V Padnis Mr. Ganesh Gaud Mr. Saddam Qureshi Mr. Vijay Khumthekar Mr. Pritam Ingwale Mr. Mohan Reddy Mr. Manoj Thakarey Mr. Kalpesh Patil Mr. Tejas Gaikwad Mr. Roshan Kitukale Mr. Nilesh Khandagle Mr. Parag Gaykar Mr. Shubash Kumawat Mr. Chandrakant Adsare	Cricket	D Y Patil Institute of Management Studies Tathwade, Pune	Third Prize



7	Mr. RakeshBhase Mr. SawanGohel Ms. Akai Paradkar	Football Auction	PimpriChinchwad College of Engineering, Akurdi	Winner
8	Ms. BarkhaBundele Ms. SheetalDhamle Ms. Trupti Lad	Vollyball	D Y PatilInstitute of Management Studies, Tathwade, Pune	Winner
9	Mr. Vishal Nikam Ms.PratibhaSalunke Ms.EktaRane Mr. WasimShayed Mr. Shiv Shetty	Football	PimpriChinchwad College of Engineering, Akurdi	Winner Cash PrizeRs. 6000
10	Prof. Amarish Padma Ms. ShwetaVibhute Mr. ManoharPawale	Case Study Competition	Indira Insttute of Business Management, Tathwade, Pune	Among Top 10 out of 80 participants
11	Ms. MayuraDalvi	Intercollegiate Boxing (Women)	Pune Dist Sports Zone	Winner Selected for Zonal
12	Ms. MayuraDalvi	Zonal Boxing (Women)	Savitri Bai Phule Pune University, Pune	Runner
13	Ms. BarkhaBundele	Intercollegiate Volleyball (Women)	Pune Dist. Sports Zone	Selected for Zonal

Total Prizes Won = 13

1) First Prize: 6

2) Second Prize: 1

3) Third Prize: 1

4) National Level Paper Presentation: 4

5) Cash Prize: 3

6) Zonal Level: 1



Puzzle Time

PROVERBS ANSWER



- 1) 🏠 = 💰
- 2) 🍷 🍷 🍷 🍷 🍷 🍷
- 3) 🖋️ >>>>> 🗡️
- 4) H 🏠 s 🍷 the 🍷 🍷 y
- 5) 🍷 a 🍷 🍷 an 🍷 🍷 🍷
- 6) ⚡ = ✕ 🍷
- 7) 🕒 & 🍷 🍷 s 🍷 ✕ 🍷
- 8) 🍷 🍷 🍷 = 🍷 🍷
- 9) 🍷 🍷 ✕ 🍷
- 10) 🍷 a 🍷 🍷 🍷 🍷 🍷
- 11) 🍷 🍷 🍷 🍷 🍷 🍷 = 🍷

- 1 Health is wealth
- 2 Empty vessels sound most
- 3 Pen is mightier than the sword
- 4 Honesty is the best policy
- 5 Be a roman when in the ROM
- 6 All that glitters is not gold
- 7 Time and tide waits for none.
- 8 Knowledge is power.
- 9 Barking dog never bites.
- 10 Apple for a day keeps doctor away.
- 11 Unity is strength

-Altamash Hasan
(MBA -I)

WHO AM I



Find out the English proverbs.



I have a neck but no head,
two arms but no hands,
I go with you to school,
I go with you to work.
What Am I?



Correct Answer: A shirt

A shirt is a cloth garment for the upper body which is exclusively worn by men.



ART GALLERY



Sadiya Siddiqui
MBA-II



Sadiya Siddiqui
MBA-II



Sadiya Siddiqui
MBA-II



Sadiya Siddiqui
MBA-II



ART GALLERY



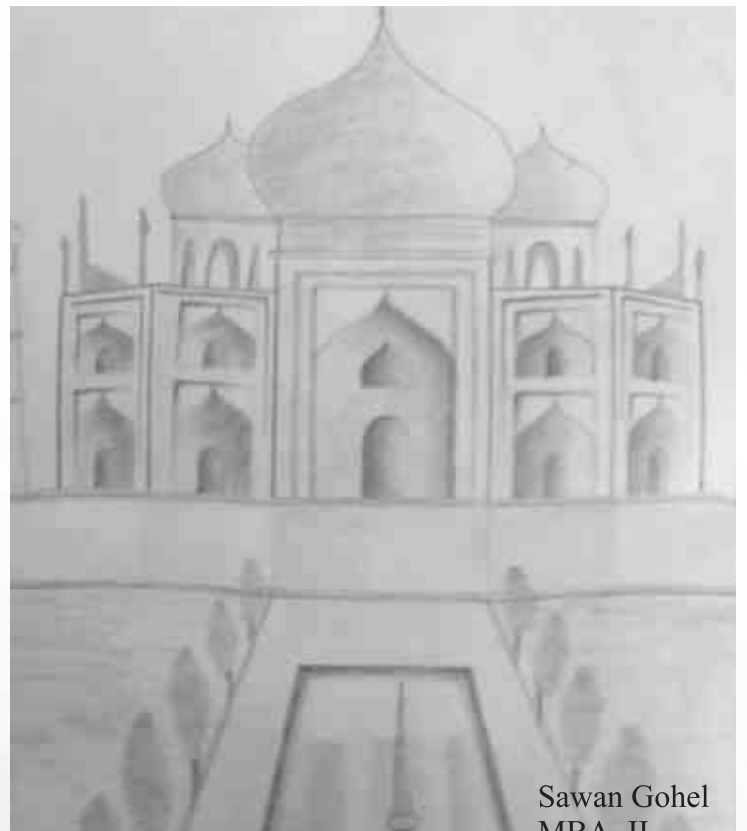
Mayur Shrivant
MBA -II



Mayur Shrivant
MBA -II



Mayur Shrivant
MBA -II



Sawan Gohel
MBA -II



ALUMNI FEEDBACK

It has always been a roller coaster ride. I have been fortunate enough to be a part of SBPIM & thankful to all faculty members whatever I am because of them

A big thank you to all

Isha Bhatia

One of the best business school, I have seen till now. I hope it would be greater in future. The placement cell is absolutely excellent.

Siddharth Padange

The experience at SBPIM was wonderful and full of opportunities. It is really an emerging MBA School

Sourabh Singi

CORPORATES FEEDBACK

“Very good infrastructure with dedicated teaching faculties focusing on research related activities. Nice hospitality and dynamic leadership of Director and research head as well as supporting staff.

Dr. Devidas B. Bharti, Director-Rajgad Institute of Management

“It is always pleasure conducting campus here. Very good & co-operative staff. Will surely be back next year”

Ms. Rachel Thomas, HR Recruiter-Gallagher Service Center

“Amazed by the campus from the time I reached. Excellent facilities. It was a professionally organized schedule for prize distribution of Essay competition for the Vigilance Awareness Week 2016. Thank you. IT has been a wonderful Experience”

Mr. Kishor R. Prabhu, Regional Vigilance Head- Western Region, Air India Ltd.

“It was a great experience / opportunity to interact with students at SBPIM. I feel the interaction had opened up their thought process in regards to the campus hiring process as well as their first steps to corporate world. I wish them Best Of Luck for their future endeavors.”

Mr. Atul Pal, Head HR – Tata Teleservices (TATA DOCOMO)

NATIONAL CONFERENCE ON "WORLD ECONOMIC TURMOIL - CHALLENGES AND OPPORTUNITIES IN INDIA"



HR MEET AT SBPIM



PANEL DISCUSSION DURING HR MEET



INDUCTION PROGRAM – “RHYTHM 2016”



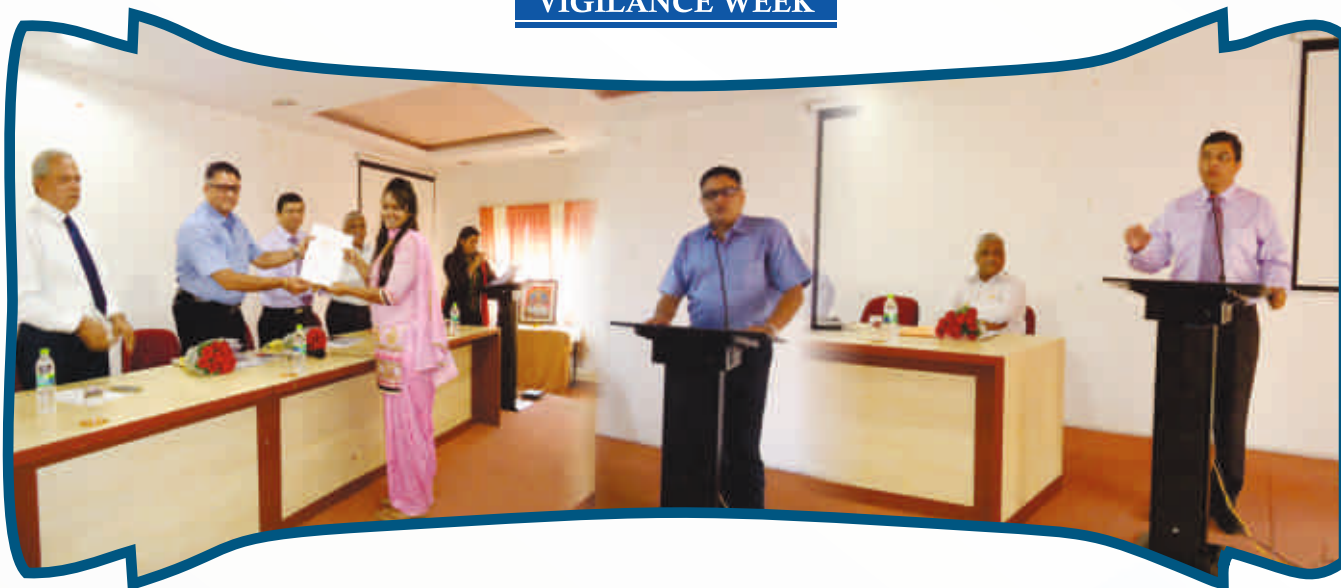
ALUMNI MEET-“CONVERGENCE 2017”



PARENTS MEET – INSTITUTE PARENT PARTNERSHIP PROGRAM (IP³)



VIGILANCE WEEK



INDUSTRIAL VISIT



INSTITUTE CORPORATE RESPONSIBILITY



TREE PLANTATION DRIVE



DONATION TO UNDERPRIVILEGED CHILDREN ON SHIVAJI JAYANTHI



SBPIM IN ASSOCIATION WITH YIN, HAD DONE A TREE PLANTATION DRIVE AT BHAKTI SHAKTI CHOWK



SOCIAL ACTIVITY- ORPHANAGE HOME ON THE OCCASION OF RAKSHA BANDHAN HOME IN CHINCHWAD



SOCIAL DONATION DRIVE AT SONAPUR VILLAGE IN ASSOCIATION WITH ODSER



SBPIM IN ASSOCIATION WITH YIN, HAS CONDUCTED AND PARTICIPATED IN TRAFFIC SAFETY WEEK PROGRAM

SBPIM CONGRATULATES!!!

Mr. Anishkumar Karia is awarded with **“Best Teacher Award for Outstanding Contribution & Continued Dedication to the Cause of Promoting Education”** by Lion's Club.

Mrs. Lakshmi Jasti is awarded with **“Best Teacher Award for Outstanding Contribution & Continued Dedication to the Cause of Promoting Education”** by Lion's Club.

Mrs. Aishwarya Gopalkrishnan is awarded with **“Teaching Excellence Award and Lifetime Membership”** by ODSER CHARITABLE TRUST.

Mr. Swapnil Sonkamble is awarded with **"Indoglobal Grand Academic Achievement Award"** by ODSER CHARITABLE TRUST.

CELEBRATIONS AT SBPIM



CELEBRATING
DIRECTOR,
DR. DANIEL
PENKAR SIR'S
BIRTHDAY



CELEBRATING
SHIV
JAYANTHI



SBPIM
FELICITATES
BHUSAN
PARDESHI
FOR BEING
AWARDED PHD
DEGREE

LECTURE SERIES BY DR. DANIEL PENKAR, DIRECTOR, SBPIM

DR. DANIEL PENKAR



LECTURE SERIES BY DR. HANSRAJ THORAT, RESEARCH HEAD, SBPIM

DR. HANSRAJ THORAT



CORPORATE TO CAMPUS



**GUEST LECTURE ON
“EXPECTATIONS OF
INDUSTRY FROM MANAGERS”
BY MR. SUMEDH GUPTE,
REGIONAL HEAD,
BUSINESS STANDARD**

**GUEST LECTURE ON
“IMPORTANCE
OF INVESTING” BY
MR. SUBHANSHU
GUPTA, MANAGER
FUNDS INDIA**



**GUEST LECTURE ON
“AWARENESS OF
DIGITALIZATION IN
BANKING” BY IOB**

**GUEST LECTURE ON
“EXPECTATIONS OF
CORPORATES”
BY MR. ATUL PATIL**



CERTIFICATION COURSES IN HUMAN RESOURCE, MARKETING AND FINANCE



FAREWELL PARTY



TEACHERS DAY CELEBRATIONS



Congratulations!!!

Jaro Education		AlbinSeby
Paytm		Akash Raut
Quantazone Technologies		Ram Paymode Roshan Kitukale
Livehealth.in		Ashwin Raghuraman
Freecharge		Sawan Gohel Rakesh Bhase Arun Tiwari Ajay Dange
Berrio Logistics		Ankit Pande
Gallagher Operations		Akai Paradkar Helen Babu Hemant Rajesth
BNY Mellon		Shruti Rao Manju Saundarya
eClerx		Swapnil Bagal Nilambari Kamble Vijaya Ashture
L & T Shared Services		Anuj Sangavikar Komalakshee Acharya Priyanka Dombe Abhishek Dumbre
Trent Hypermart (A TATA Enterprise)		Prerana Anand (Star Bazzar) Akanksha Gaikwad (Hypermart)



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S. B. Patil Institute of Management

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