



POORNIMA

GROUP OF COLLEGES

DEPARTMENT OF MANAGEMENT STUDIES

DMS DIGEST

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*“Knowing is not enough; we must apply.
Willing is not enough; we must do.”*

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Messages



In this dynamic era, the management as a discipline undergoes changes in tune with changing times. I am happy to note that the Department of Management Studies, PGC has been making a conscious effort to adopt the teaching approaches almost at par with reputed B-Schools.

I am happy to go through the draft of DMS Digest and note that the quarter ended March, 2013 has been indeed eventful. It gives one satisfaction that so many things have been accomplished within a short time by the sincere efforts and willing contribution of the students and the faculty. The advancement of knowledge is a continuing process and I hope that MBA students would imbibe the virtues of life long learning.

Time flows; no one can stop time. I would like to advise MBA students to use time properly, meaningfully and sensibly. Minute by minute, day by day, week by week, month by month, year by year and decade by decade, rest of their lives would become more meaningful if they manage their time wisely. My best wishes for each one of them.

Dr. S. M. Seth
Chairman



DMS, PGC, a well-knit body of vibrant faculty and enterprising students, is generating creative ideas and transforming them into results deserves full appreciation. The results are evident by the pragmatic approach of the team reflected by the various achievements, aspirations and new initiatives of the Department.

Here, I would like to quote Swami Vivekanand “*doing is very good, but that comes from thinking... fill the brain, therefore, with high thoughts, highest ideals, place them day and night before view, and out of that will come great work*”. What is required more is to cultivate a compassionate attitude and that will give genuine satisfaction. We should use our intelligence in such a way that it is a source of happiness not becomes as aggravator of anxiety and stress. The Poornima Management extends its full and whole hearted support to the efforts of DMS in making the students adequately prepared and empowered to face the challenges of the competitive world.

I take this opportunity to wish a bright future and successful management career for the outgoing MBA batch. I wish them good luck for further ventures in their life.

Don't wait for extraordinary opportunities. Seize common occasions and make them great.

Shashikant Singhi
Director General

Editorial

Wobbly Economy Massive Challenges Ahead....

Indian economy is passing through uncertain 2013 after an unsatisfactory preceding year. The slowdown induced by the global financial crisis and the fragile and heightened risk of going into double dip recession, has affected the Indian economy by both domestic and international factors. The Euro Zone Crisis has lowered the exports and swelled unemployment.

In India, the economy is struggling with high current account and fiscal deficits, which affect the business confidence, investment and economic growth. The worry of India is the slowing down of its growth rate and the accentuating account deficits. The losing drive of corporate investment and infrastructure, backed by policy uncertainty, delayed approvals, unfastened planning and implementation of projects, has jostled the economy into deep chasm. At the same time, high reliance on gold and oil imports has overstuffed the trade deficits.

The high and sticky inflation is always a cause of constant worry which is affected by supply side hold up and slipshod fiscal policy. The defaults of bank loans are rising and banks have become overcautious in lending, making it still more difficult for growth of business and industrial activity and consequently the country's economy. Managing the growth mix by subsidizing the consumption has been at all times a debatable issue which necessitates speedy reforms and policy clarity for gaining the investors' confidence. The job creation in the manufacturing, mining and service sector is disquieting.

The challenges like bridging the trade deficit cannot be achieved without increasing the labor productivity. Government also needs to focus on qualitative spending in infrastructure and intellectual investment. The import of gold can be reduced by dematerializing. Reforms need to be in right directions so that tax system becomes more efficient, on the one hand and subsidies are reduced to contain fiscal deficit. Controlling the inflation is of paramount importance as it will increase the consumption and smoothen the investment cycle. Akin to South Asian countries, Indian economy can also grow by boosting up manufacturing sector which ultimately engines up higher employment generation, attracting foreign investments and strengthens infrastructure development.

India and South-east Asian Nations are emerging as the world's most economically vibrant regions. Their growth is expected to remain relatively resilient as compared with the United States and other developed economies. However, their economies and financial markets can not remain isolated from the impacts of the global scenarios and these may deepen substantially over the coming years. The problems in India are also evolved due to inert practices of Government. A major issue is the challenge of a systemic macro economic collapse triggered in financial and currency markets.

The union budget for 2013-14 presented by the Finance Minister focuses on inclusive and sustainable growth. It is expected that the fiscal year 2013-14 would turn out to be better than the previous year in terms of growth, inflation control and investment. The growth figure may cross 6% by 2014-15. Optimism has been reflected hoping that India would become a US dollar 5 trillion economy and be among top five in the world by year 2025.

The picture of 2013, in general, presents wobbly impression which requires grasping the opportunities amidst challenges without squandering a single bit of time. Need is felt to identify the challenges and opportunities which can further help in creating a frame work for building capabilities. The political compulsions of running of a coalition government notwithstanding, the time can not wait and hard decisions such as for opening of the economy in various sectors, cutting on subsidies etc. would need to be taken in the larger interests of the country.

Cross your fingers for transforming the vision of Government

- Ity Patni

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Highlights

Capsule/Certificate Courses

Four capsule/certificate courses on 'Capital Markets', 'Retail Management', 'Basics of Entrepreneurship' and 'Essentials of Engineering for Future Managers (EEFM)' were held during the quarter for value addition of MBA second year students.

The sessions for the capsule courses on 'capital markets' and 'basics of entrepreneurship' were taken respectively by Dr. M. T. Raju, Director, Indian Institute of Capital Markets, Mumbai and Shri Siddhartha Sharma of Success Monks, New Delhi. The faculty for the capsule course EEFM was drawn from JK Lakshmipat University, Jaipur.



Dr. M. T. Raju



Mr. Siddharth Sharma

For the 'retail management' course, sessions were taken by professors of IIT, Rajasthan, IIM, Kolkotta, ISIM, Jaipur, JK Lakshmipat University, Jaipur and Central University, Ajmer.



Dr. Manju Nair, ISIM



Dr. Prashant Mishra, IIM, Kolkata

All important aspects of retail management such as Promotion Mix, Advertising and Sales Promotion, Stores Design and Lay Out (Visual Merchandising), Stores Operation Management, Retail Branding and Communication, Distribution and Supply Chain Management, Customer Relationship Management., Retail Shopper Behavior, Retail Economics, HRD in Retail etc. were broadly covered in the certificate course spread over 19 sessions.

International Conference

Considering that business is becoming more and more competitive with the passage of time and as a global imperative, the business houses in Asia have to adopt innovative strategies to meet the challenges and grab opportunities for their sustainable growth, an International Conference on **"Challenges and Opportunities in Asian Economies: The Management Perspective"** was organized on 8 and 9 February, 2013. The conference was organized in collaboration with JK Lakshmipat University, Jaipur and Asian Institute of Technology, Bangkok.

The keynote address in the inaugural session was delivered by Padambhushan Prof. V. S. Vyas, Member of Prime Ministers Economic Council and Dy. Chairman of the Planning Board of Rajasthan (formerly Director, IIM A). The five technical sessions, in which short listed research papers in areas of finance, marketing, HR, entrepreneurship and production and operations was presented, were chaired by Prof. Ajay Pandey of IIM, Ahmedabad, Dr. Vinayak Pandey, Director, PDCOR, Jaipur, Dr. Manju Nair, Principal, ISIM, Jaipur, Dr. Dinesh Awasthi, Director, EDI, Ahmedabad and Prof. Rakesh Jain of MNIT, Jaipur respectively.

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Prof. V. S. Vyas



Shri D. R. Mehta

The two plenary sessions were presided over by Padambhushan Shri D. R. Mehta, former Chairman, SEBI and Dy. Governor, RBI and by Dr. Namjae Cho, Professor, School of Business and Director, Indo Asean Center, Hanyang University, Seoul, South Korea.



Dr. Namjae Cho



Dr. Upinder Dhar

The panelists in the above sessions included, besides the technical session chairs, Dr. Kanta Ahuja, Vice Chancellor, Poornima University and former VC, University of Rajasthan and MDS University, Shri Inderjit Khanna, IAS (Retd), Ex-Chief Secretary, Rajasthan, Dr. David Ferguson, Professor, School of management, AIT, Bangkok, Shri Yaduvendra Mathur, IAS, CMD, Rajasthan Financial Corporation, Shri Rajiv Chawla, Chairman, IAMSME of India, Dr. Upinder Dhar, VC, JKLU.



Some Paper Presentatons

The Chief Guest at the valedictory session was Shri. N. S Sisodia, former Director General, IDSA and Secretary in the Ministries of Finance and Defence, GOI. Dr. Upinder Dhar, VC, JKLU and Dr. David Ferguson, Prof. SOM, AIT, were the Conference chair and Co-chair respectively



Shri N. S. Sisodia



Dr. David Ferguson

The cultural program organized in the evening of 08.02.2013 presented different colors and cultural diversities of the country in the form of a dance drama.

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Some Performing Arts

Besides the paper presenters and delegates, the MBA students of DMS, PGC and SOM, PU also participated in the Conference.

GESTION'2013 - The Management Colosseum

A two day management fest was organized jointly by DMS, PGC and SOM, PU on February 22 and 23, 2013 with a thought and vision to provide a platform to budding managers to showcase their professional talents and skills. Gestion upholds the nuances of ethnicity and modernity keeping in view the cultural, traditional and the global perspective. Students of 11 B-schools/Management Institutes participated in the fest.



The event covered 19 various management and cultural events like Business Quiz, Ad Making, Mock Parliament, Debate, Idea-factory, Business Plan, Documentary, Poster Making, T-shirt Designing, Face painting, Tattoo- making, Nukkad-Natak, Group Dance, Antakshari, Fashion Show, Treasure Hunt, Rangoli making, Collage making and Poem Recitation.



Dr. Dinesh Kr. Goyal, IAS, Principal Secretary to Govt. of Rajasthan was the Chief Guest at the closing ceremony. Besides his motivating valedictory address, Dr. Goyal gave away awards/prizes to the winners that added on to the confidence and morale of students to many lifts and bounce.

Industrial Tours - Learning Outdoors and Beyond Syllabus

3-day industrial tours for MBA Part-I students in six groups were organized in February-March, 2013. 37 Industrial units/ organizations located at Pali, Jodhpur, Jaisalmer, Bhilwara, Alwar, Neemrana, Kankroli, Udaipur, Mount Abu, Chittorgarh, Bhiwadi and Gurgaon were visited during these tours.

The program 'MBA - Learning Outdoors and Beyond Syllabus' has been a regular feature in DMS to share the industrial tour experiences of students. As on earlier occasions, the program was organized on 7 and 8 March, 2013. Industrial tour presentations were given by MBA-I students. Students went down the memory lane through power point presentations in respect of industrial units

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and other organizations visited by them. It has been rightly stated that the way we share or experience with others and ourselves ultimately determines the quality of being appreciative. Since it was a broad-based program, it also included other activities such as video film presentation, movie presentations and management games and also special lectures from eminent personalities.



During the above program, the experience gained by the students during the tours gave them useful insight into practical working of different types of industrial units and organizations.



Dr. Reema Hooja



Dr. Rashmi Patni

Special lectures were delivered by Dr. Reema Hooja, Member, National Monuments Authority, GOI and Director, Minnesota Studies in International Development, India on 'Discovering Rajasthan through its Art and Historical Traditions' and Dr. Rashmi Patni, Former Director, Center for Gandhian Studies and Head, Department of History, University of Rajasthan on 'Gandhi and Modern Civilization'

Management Development Program

A two day MDP was organized by DMS on 15–16 March, 2013 on "Managerial Skills for Senior/Middle Level Executives of RIICO". The keynote address was given by Shri Rohit Arora, Executive Director, JHBBL & Management Consultant, and Mumbai on "Transformational Leadership".



Eminent experts having rich knowledge and experience of subjects were invited to take the technical sessions of the above programs. The DMS faculty was also involved, as in the past, in

preparing reading/reference material for the above management development program and also for conducting the program.

With this program, the total number of MDPs organized by DMS, PGC, so far, at the instance of sponsoring organizations has become 32.

Special Lectures

Besides special lectures during the program “MBA–Learning Outdoors and Beyond Syllabus”, as stated earlier, three more special lectures were arranged for MBA students during the quarter as under :

Name of the Speaker	Topic
Dr. David Ferguson , Prof., School of Mgmt., Asian Institute of Technology, Bangkok.	Strategic CSR & Sustainable Business
Dr. Namjae Cho , Prof. of Business and Director, Indo-Asean Center, Hanyang University, Seoul	Digital Convergence and the Future of Management
Shri Rohit Arora , Executive Director, JHBBL and Management Consultant, Mumbai	Transformational Leadership

Examinations and Results

The university examinations for the first semester of 2012-14 batch were held from 15.01.2013 to 08.02.2013. The result is awaited. The result of the third semester university examination of 2011-13 batch was declared by RTU during the course of the quarter (8 March, 2013). DMS students fared well in the examination, as their overall result was around 81.25%, much above the university’s average result.

Campus Placements

9 companies held campus placements activity during the quarter. 94 Students of MBA fourth semester have already been placed in the following 6 organizations :

S. No.	Company Name	Selected Students
1	Genpact	17
2	Web Infotech	58
3	Get it	3
4	SBI Life	1
5	Berger	1
6	HDFC Life	14

Some more companies including Reliance Industries, HDFC Bank, PNB Metlife, AIR etc. are expected to hold campus selections in April, 2013.

Club Activities

Students’ clubs organized some events during the quarter such as **Poornima Premier League** (Sports Club), **Article Writing Competition** (Literary Club) and **Creative Hands** (Art and Photography Club). The social service club motivated a large number of DMS students to donate blood in the camp organized by the Poornima Group of Colleges on 07.03.2013. Two groups of students also visited Mahaveer Viklang Sahayata Samiti and Mother Teresa Home who work for the service of the handicapped and less privileged.

FACULTY CORNER

FUTURE IS NOW

No matter the kind of life you have experienced, no matter the difficulties you have encountered or the number of failures you have had, even the amount of treachery you have experienced in the past notwithstanding, you still have faith in future. You believe that future will be better. Every person lives in the hope that, tomorrow, things will be brighter, better.

In order to make a better tomorrow, the amount of time at the disposal of everyone is twenty four hours, no more, no less. No one can claim a segment more or complain about a minute less. Time, one learns with time, is precious because lost time can never be retrieved. Time is powerful because anything you want to achieve, you can achieve only within the limit of time. And of course, time is a gift, no one can demand it and no one knows the reminder.

The knowledge of the preciousness of time has somehow failed to inspire people to make judicious use of time. The past is history, and history cannot be altered. The future is a mystery. Can mystery ever be known or fully comprehended? And yet, a vast majority lives either in the past or in the future. By brooding over the future, you tend to neglect the present; by worrying about uncertainties of tomorrow, or dreaming about the possibilities of tomorrow, you often miss the present. Of course planning for future is essential. But only living in the present assures one of a good future.

- Jaya Pareek

SAY 'SORRY' BE FREE

All of us make mistakes because we are impulsive, emotional and imperfect. Relationships often suffer because of the mistakes caused by these human tendencies. The only way to restore broken relationships is acknowledging one's mistakes and apologizing.

Even when two people are equally at fault it is up to any one person to proffer an apology. As mature people we are responsible for our faults and hence an apology is only part of the step we take to correct our faults.

An honest apology can help mend relationships, dissolve anger, soothe shattered nerves or heal a broken heart and, in the process, rightfully restore one's pride. When you apologize you yourself become free to relate with the other person as you realize that your conscience is now clean and you have nothing that holds you back from relating to the other.

Apologizing does not mean that you own up responsibility for everything even when you know that the other person has his share of mistakes in the matter. It means that you own up responsibility for your part of the mistake and gently remind the other person that he/she too had his/her share of faults.

Say "Sorry", mean it - and be free!

- Arpita Mehta

DEALING WITH STRESS

Stress is the body's reaction to a change that requires a physical, mental or emotional adjustment or response. Stress can affect our lives in several ways. A short time of pressure before an important exam or during a business project is normally not problematic. But when you show stress reactions over a longer period of time it can have a very harmful effect on your life. It may seem that there's nothing you can do about stress. The bills won't stop coming, there will never be more hours

in the day and your career and family responsibilities will always be demanding. But you have more control than you might think. In fact, the simple realization that you're in control of your life is the foundation of stress management. Managing stress is all about taking charge: of your thoughts, emotions, schedule, and the way you deal with problems. Stress management starts with identifying the sources of stress in your life.

Avoid unnecessary stress

Know your limits and stick to them. Whether in your personal or professional life, refuse to accept added responsibilities when you're close to reaching them. If someone consistently causes stress in your life and you can't turn the relationship around, limit the amount of time you spend with that person or end the relationship entirely.

Alter the situation

If you can't avoid a stressful situation, try to alter it. If something or someone is bothering you, communicate your concerns in an open and respectful way. When you ask someone to change their behavior, be willing to do the same. Poor time management can cause a lot of stress. When you're stretched too thin and running behind, it's hard to stay calm and focused. But if you plan ahead and make sure you don't overextend yourself, you can alter the amount of stress you're under.

Accept the things you can't change

Many things in life are beyond our control— particularly the behavior of other people. Rather than stressing out over them, focus on the things you can control such as the way you choose to react to problems. Accept the fact that we live in an imperfect world and that people make mistakes. Let go of anger and free yourself from negative energy by forgiving and moving on.

Make time for fun and relaxation

Include rest and relaxation in your daily schedule. Spend time with positive people who enhance your life. Keep your sense of humor— this includes the ability to laugh at yourself, the act of laughing helps your body fight stress in a number of ways.

Adopt a healthy lifestyle

Physical activity plays a key role in reducing and preventing the effects of stress. Make time for at least 30 minutes of exercise, three times per week. Well-nourished bodies are better prepared to cope with stress, so be mindful of what you eat. Start your day right with breakfast, and keep your energy up and your mind clear with balanced, nutritious meals throughout the day. Adequate sleep fuels your mind, as well as your body. Feeling tired will increase your stress because it may cause you to think irrationally.

- Jyotsana Tyagi

BOSSSES OVERESTIMATE THEIR MANAGING SKILLS

Bosses overestimate their managing skills. More importantly, are they estimating yours? All can't be the next Donald Trump and Jack Welch. Many bosses need a major reality check and may want to reassess their skills and talent levels.

"Feedback," according to leadership guru Ken Blanchard, "is the breakfast of champions." If that's the case, judging by a recent survey published by the Wall Street Journal, managers are either starving or eating sugar coated Ding-Dongs at breakfast.

Great feedback involves a receptive mind wanting feedback, and people with the ability to describe behaviours, impact, and qualitative value (e.g. not-so-effective, very effective, lousy). No feedback generally means no improvement – and the same truth applies not just to individuals, but for

teams as well. And no feedback means you generally overestimate your abilities because you don't know any better.

Consulting firm Development Dimensions International Inc. (DDI) has unveiled the results of its new survey of 1,100 front-line managers that was conducted in September 2012:

- 72% of respondents said during their first year as manager, they never questioned their ability to lead others.
- Many are over-estimating their skills, with surprisingly little self-doubt.
- Further, managers were less likely to rate themselves as weak in several leadership attributes, including planning, communication, and adaptability.

Front-line managers believe that their biggest strengths are in setting work standards and planning and organizing, according to the survey. The skills they said they most needed to work on were delegating, coaching and gaining commitment—but no more than 15% of managers pointed to any one of those as a "development area." "It doesn't matter what industry you're in. People have blind spots about where they're weak," says Scott Erker, a senior Vice President at DDI, which conducted the survey.

The company separately compared some managers' self-assessments to performance in a business simulation that attempted to mimic real-world challenges the leaders might face. They found that managers consistently over-rated their delegating and coaching abilities, Mr. Erker says. On the other hand, the company didn't find any consistent pattern of "hidden strengths," or areas in which managers underestimated their skills, he says.

One problem: When workers become managers, they're often surrounded by employees who flatter them as a way of ingratiating themselves to their boss, said Stanford business professor Jeffrey Pfeffer, author of the book "Power." "People also don't understand the feedback they get. They either mishear or choose not to hear criticism," he said.

- Ishita Mendiratta

शिक्षक

छांव बनकर सघन तरु की,
अपने सायें में सम्हाला ।

ज्ञान के आलोक से फिर,
सघन तम को रौंद डाला ।

बन के आदर्शों का परचम,
मुश्किलों से है निकाला ।

और कभी युगद्रष्टा बनकर,
कल का सपना देख डाला ।

कुछ कठिन शब्दों से जब भी,
हम कमी को छांट डाला ।

फिर कभी हमराह बनकर,
सबके मन का भय निकाला ।

बन के बन्धु या सखा जिस,
देव ने परखा ये मन ।

ऐसे गुरु गोविन्द को शतः शतः नमन,
शतः शतः नमन ।

- पवनेश्वरी वर्मा

STUDENTS CORNER

GIVE ME THE WIND

I am at my best with the wind in my face,
When overcoming the challenge, with pace.

The pace requires more effort, more strength.
But once momentum gained, endures with great length.

It's easy to sit back, placid and calm
Comfort is only a relative balm.

It seems an advantage, better than strife
But it is dulled by stagnation, stifling life.

Progress needs movement, energy, drive,
No chance for improvement if you do not strive.

Nothing's for nothing: cause and effect.
That which you work for, you've more chance to get.

So give me the wind, let it blow in my face,
The more I confront the more strength I'll embrace.

Steps are not mounted, nor do challenges overcome.
Without certain courage or effort be done.

- Puneet, MBA-II

HOW TO USE MONEY

A man from the crowd once said to Jesus, "Master, tell my brother to give me my share of the property that belongs to us." Jesus answered, "Man, who made me your judge to divide between you?" Then to the people he said, "Take care that you do not become greedy for wealth, for life does not consist in having more things than you need."

And he told them this story: "The land of a certain rich man bore large crops; so he thought to himself, 'what am I to do, for I have no place to store my crops.' Then he said, 'this is what I will do I will pull down my barns and build larger ones in which I can store all my grain and goods. Then I will say to myself, now you have plenty of things laid up for many years to come; take your ease, eat, drink and be happy.'

"But God said to him, 'Foolish man! This very night your life is required of you, and who will have all the things that you have gathered?'. So it is with the man who lays up wealth for himself instead of that which in the sight of God is the true wealth.

"Do not store up for yourselves treasures on earth where moth and rust destroy, and where thieves break in and steal; but store up for you treasures in heaven where neither moth nor rust destroys, and where thieves do not break in and steal. For where your treasure is, there will your heart be also.

Once as Jesus was sitting opposite the treasury of the Temple, he watched the way in which the people put in their money. Many rich men were putting in large sums, but a poor woman came and dropped in two small coins worth less than a penny. He called his disciples and said to them, "I tell you, this poor widow has given more than all the rest who have put their money into the treasury, for they have given out of their plenty, but she out of her poverty has given all that she has, even that which is needed to keep her alive."

- Jinu Thomas Mathew, MBA-II

A DREAM

Last night I saw a dream. It was like a wonder to me because it really made me feel about my performance and my thinking towards my duties and responsibilities for the society. So now I will tell you about my dream.

There was a company named SK SHARMA Pvt. Ltd. The company was well organized. There were around 200 employees working in the organization and the company was performing well. But after some days its performance started decreasing continuously. Company was unable to perform its average performance. The reason for its lower performance was employees itself. Because they were not doing their jobs well. Every employee of the company thought that it will not have any impact on the company's performance if I will not perform well. There are so many employees to give their 100%. So it will not create any hassle for the company if only I will not perform well. So just because of this philosophy of all employees company was going towards loss.

Management of the company was aware that why the company is not performing well and was also worried about it.

Then management of the company made a plan to motivate the employees. They brought a coffin and put it in the conference room and then made an announcement that the person who was the reason for the company's bad performance has been died and his body have coffined inside the conference room.

After this announcement employees were eager to see that person. And they were started to see it on by one. After see it, every employee was ashamed on himself. Because there was no one inside the coffin. Actually there was a long mirror inside the coffin. And every employee had seen themselves in the mirror. This motivational try of the management really worked and every employee of the company has known their duties towards the company.

I also learned from this dream that it is compulsory to improve my performance towards society to make it succeed. Not a single person is reason for the society's downfall. Every person is responsible for it. And it is the time to motivate yourself and to motivate the society. In my nightmare the company was society and the employees of the company were the member of the society.

- Shravan Sharma, MBA-II

MY FRIENDS I WILL MISS U

We all go through life with the love of friends and family
Even though we know they will all leave us eventually
Never knowing where the future might lead you
No worries though, there is a future for them too
Because even if there not in front of you they will always be in your heart
Nobody or nothing could tear a love like that apart
With that being said my friend you will always be with me
And when my time has come I will meet you there you will see
I know you are looking down on me now and then
Up in a place we like to call heaven
Make sure there is room for me when I get there
Just so that I know that you still care
I don't know how long it will be before it is my time
So I'm letting you know with this little rhyme
That I will always be here no matter where you are
You won't even have to reach out to me because I will never be that far
Don't ever fear because my love will forever send
And I will be by your side when my life comes to an end.....

- Shivalika, MBA-II

“FEAR IS A POOR CHISEL TO CARVE OUT OUR TOMORROWS”

The worst liars in the world are our own fears. ”worry is the traitor in our camp that dampens our powder and weakens our aim”.

“Worry is faith in the negative, trust in the unpleasant, assurance of disaster and belief in defeat. Worry is a magnet that attracts negative condition. Faith is a more powerful force that creates positive circumstances. Worry is wasting today’s time to clutter up tomorrow’s opportunities with yesterday’s troubles.”

What causes most battles to be lost? It’s the unfounded fear of the enemy’s strength. A worry is like a fog: “ a bureau of standard tells us that a dense fog covering seven city blocks, one hundred feet deep, is comprised of something less than one glass of water. That amount of water is divided into some 60,000,000 tiny drops. Not much there! Yet when these minute particle settle down over the city or countryside, they can blot out practically all vision. A cup full of worry does just about the same thing. The tiny drops of fretfulness close around our thought and we are submerged without vision”

An old man was asked what had robbed him of joy in his life. His reply was, ‘things that never happened.’” Fear wants you to run from things that aren’t after you. It’s never safe to look into the future with eyes of fear.

Do you remember the things you were worrying about a year ago? How did they work out? Didn’t you waste a lot of energy on account of most of them? Didn’t most of them turn out to be all right after all? Almost 99% of the things that we worry about don’t happen.

Here’s what I do. I follow this famous advice: “At night, I give all my worries and fears to God. He’s going to be up all night anyway.” Let him have all your worries and cares, for he is always thinking about you and watching everything that concerns you.

Never make a decision based on fear. Don’t ever find yourself giving something the “benefit of the doubt” –doubt has no benefit. One of the great discoveries you can make is to find that you can do what you were afraid you couldn’t do.

- Sandeep Goyal, MBA-I

MEANINGLESS GOALS

A farmer had a dog that used to sit by the roadside waiting for vehicles to come around. As soon as one came, he would run down the road, barking and trying to overtake it. One day a neighbor asked the farmer,” do you think your dog is ever going to catch a car.?”

The farmer replied,” That is not what bothers me”. What bothers me is what he would do if he ever caught one”. Many people in life behave like that dog that is pursuing meaningless goals.

- Kunal Bhaskar, MBA-I

ALUMNI SPEAK

MEMOIRS

Walking down memory lane, my mind goes back to the days when I worked in Department of Management Studies, Poornima Group of Colleges. Being a part of this institution for nearly three years, the quantum of knowledge I gained is vast and deep. Be it the three days minor industrial tour or seven days major tour, the enthusiasm never ceased. Welcoming the fresher’s with traditional

'Padharo Mahre Desh' and tilak-aarti, and ending with the contemporary DJ night, the atmosphere was one charged with energy.

Come November and we celebrate the birthday of Peter F. Drucker (Father of Management), as "Management day". This is usually preceded by sports week for students and faculty. The highly beneficial 'special lectures' arranged by DMS are an intellectual treat for the staff and students.

The 'personality development sessions' (PDS) are an added advantage to the students which eventually help in their placements. With companies like, GATI, Axis Bank, Deutsche Bank, IDBI, etc, coming to the campus and the students competing to bag the most lucrative jobs, the excitement during the placement season cannot be expressed in words.

Finally it is time to bid farewell to the outgoing batch. We send them out to face the real world with all our good wishes and blessings. DMS-PGC was my first job and I thank my seniors and colleagues in DMS from the core of my heart and can say confidently that I am ready to face any challenge in the world now.

The cooperative staff and pleasant work environment kept us motivated there. With fond memories of this institution, I wish it all the very best and hope to see it emerge as one of the best management institutions in the country.

- Niharika Singh
(Former Asst. Prof., DMS, PGC)

JOURNEY OF TWO YEARS IN POORNIMA COLLEGE

Life has so many hidden colours in its pocket which it showers on us at different phases of our lives.

One such stage is of college life. Life has painted the canvas of this stage with the most beautiful colours of its.

My journey in Poornima Group of Colleges started with many hopes, dreams, and desires and with zeal to learn and groom. Initially it was tough for me to adjust in a new environment with new faces but as the time passed away I started enjoying that environment, the busy schedule and the rush to be with time.

The PDS sessions, guest lectures were another important & interesting part of student's academic life.

Being a part of hostel is another color of my life which was a synonym of fun, friendship, gossips, late night celebrations, parties, etc. It was a place where we share happiness to pains, smiles to tears and success to failure also. It was a second home for me.

Some other colours of college life that I cherish till now were of cultural events, management day, college fests, fresher's and farewell functions where I enjoyed dance parties the most with my friends and juniors.

My college means a lot to me as it had taught me many important lessons, gave lot of experiences, memories and some very good and lifelong buddies.

My journey ends at a very beautiful point when I got placed in ICICI Bank and the last day of college i.e. Farewell Day gave me lot of surprises in form of various prizes for my academic and cultural achievements.

"A true rhyme "am really gonna miss this place, am gonna miss my college days."

- Khushboo Saxena, MBA-II
(former Students of DMS, PGC)

TEN COMMANDMENTS – TEN WORDS

- The most damaging one letter word : **I** – Avoid it.
- The most satisfying two – letter word : **WE** – Use it.
- The most poisonous three – letter word : **EGO** – Kill it.
- The most used four – letter word : **LOVE** – Value it.
- The most pleasing five – letter word : **SMILE** – Keep it.
- The fastest spreading six-letter word : **RUMOUR**- Ignore it.
- The most enviable seven-letter word : **SUCCESS** – Achieve it.
- The most evil eight – letter word : **JEALOUSY** – Distance it.
- The most powerful nine-letter word : **KNOWLEDGE** – Acquire it.
- The most essential ten-letter word : **CONFIDENCE** – Trust it.

- Author : Unknown

BUSINESS UPDATE

- Airtel introduces special complementary service to Facebook users.
- Urjit Patel is appointed as Deputy Governor of the RBI.
- Microsoft launched New Version of Office 365 for business in India.
- Arun Tadanki, the managing Director for Yahoo India quit the company.
- Parle-G become the First Indian FMCG brand to cross 50000 Crore Rupees Mark.
- ICICI partnered with Aircel to launch Mobile banking service called mobile money.
- Deutsche bank appointed as the Depository Bank for Global Depository Receipt (GDR) of Indiabulls Infrastructure and Power Limited (IIPL).
- B Ashok Reddy elected as the Chairman of Confederation of Indian Industry (CII).

LIBRARY ENRICHMENT

Books

- It Happened in India – Kishore Biyani
- Against All odds – Krishnamurthy
- Love Story – Erich Segal
- The Man Who Knew Infinity – Kinigel R.

Other Additions

- The Economist – Economist
- Prabhandan – Ind. Jour of Mgt.
- 500 Indian Finest Companies – Fin. Express
- Anvesha : Journal of Management – IES (comp.)

DMS IN NEWS



Rajasthan Patrika (10.02.2013)



Times of India (18.02.2013)



Daily News (23.02.2013)