



Kristu Jayanti College

AUTONOMOUS

Bengaluru

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evolve

Department of Management

**Even Semester
2014-15**

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6thsem BBM 'B'



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6thsem BBM 'A'

A C T I V I T I E S



Activitys

Meet Your Alumni

Mr. Antony Davis (CEO, htnow.com), Bangalore, addressed the 6th semester students on 25th November 2014. The objective of the lecture was to provide the information about preparing for project work and industrial visit. There was interaction between resource person and students on various issues related to selecting the organisation and topic, collection of data and precautions to be taken for report writing. Resource person also mentioned about the importance of learning the practices in industries during industrial visits.

The session was very interactive so that most of the students got queries clarified about project work and relevance of visiting industries. More than 130 students benefited from the program.

Mr. Krishnan (Media Officer, Times of India), Bangalore, addressed the 2nd and 4th semester students on 16th December 2014. The objective was to educate students about the importance of extra-curricular activities and to motivate them to participate in activities. The resource person shared his experience as a student and his participation in extra-curricular activities. He also stressed upon how his participation in extra-curricular activities helped him to excel in his job assignments. More than 300 students benefited from the guest lecture.

Mr. Nishant (Technical Writer – Intel), Bangalore, addressed the 4th semester students on 31st January 2015. Nishant is an alumnus of the Department of Management of Kristu Jayanti. He began by asking the students what they wanted to become in future. Many people came up with managers CEO's etc. etc. But then one of the students replied that he would like to be a music teacher, Nishant congratulated the student for being bold enough to do what he likes. Nishant urged the audience the importance of following ones passion.

He shared the story of how he started as a recruiter for a company and then ended up in technical writing. He was following his passion for writing by switching career lines. He also explained the functions of a technical writer and the possibilities of career growth in the field.

Through his lecturer, the students were exposed to the opportunities of career lines in writing. More than 150 students benefited from the program.



Documentary Screening

A documentary titled “An Inconvenient Truth” was screened on 31st January 2015 for the 2nd semester BBM students. The objective was to sensitizing students on the current environmental issues. An Inconvenient Truth is a 2006 Academy Award winning documentary film directed by Davis Guggenheim about former United States Vice President Al Gore's campaign to educate citizens about global warming via a comprehensive slide show that, by his own estimate made in the film; he has given more than a thousand times. Through the documentary, the students of II BBM were exposed to the environmental issues and the role that the management students can play in curbing them. More than 170 students benefited from the program.

INDUSTRIAL TOUR TO MYSORE AND COORG

The 6th Semester BBM students went on a 4 days Industrial Visit to Mysore and Coorg. They visited four industries namely, 'Karnataka Silk Industries Corporation Limited', 'The Mysore Sugar Company Limited', 'Karnataka Soaps & Detergents Limited' and 'Nandini Mymul Milk Dairy'. The students were exposed to the practical functioning of various organizations. The students actively interacted with the company representatives to know more about the organizations and their functioning. A total of 153 students have been for the Industrial Visit.





PRODIGY

IT'S MORE THAN JUST A RACE

ZK15

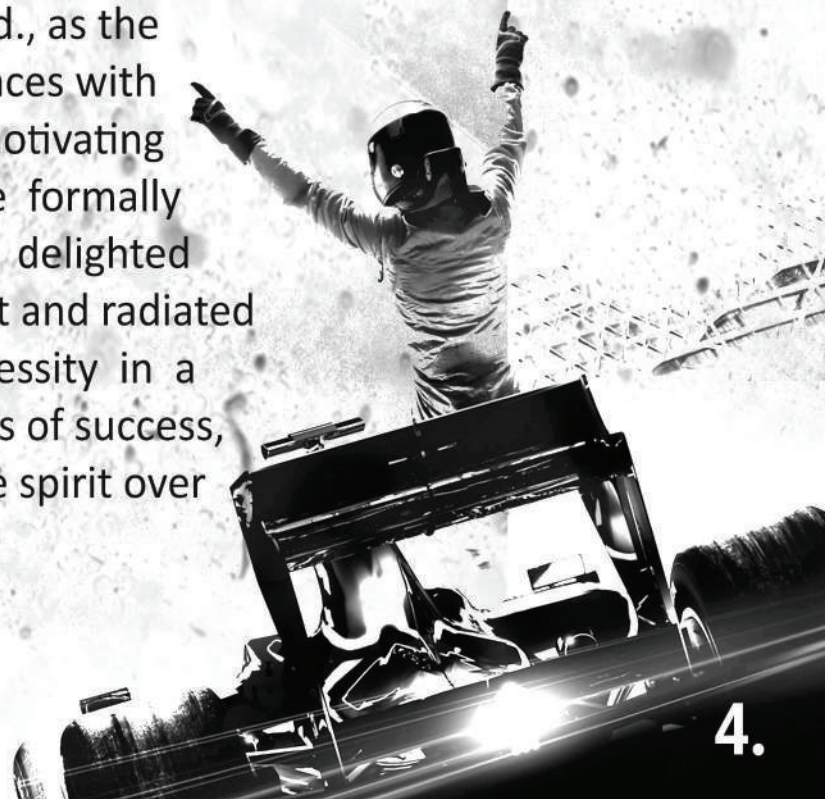
The Department, this year celebrated and hosted the Decennial of the annual intercollegiate fest PRODIGY, with the theme "Formula1" on the 12th and 13th of February 2015. The theme was woven and incorporated into management field considering the characteristics of the game like speed, accuracy, manoeuvre and thrill.



This year, five strategic rounds were carefully scrutinised for challenging the students beyond their skills and abilities - Best Manager (Gear Patrol), Human Resources (Pit Crew), Venture Capitalist (Fund Raisers), Marketing (Billboard) and Business Quiz (Chequered Flag) lead by Sogat Banerjee and Divya A, the student coordinators.



The inauguration on the 12th of February had Mr. Unnikrishnan, the Vice President – Client Management of HR Anexi Pvt. Ltd., as the Chief Guest who shared his experiences with the students by encouraging and motivating them. Rev. Fr. Josekutty PD while formally addressing the gathering was also delighted with the progress of the Department and radiated as to how such fests are a necessity in a student's life for climbing the ladders of success, thereby bringing the shroud of game spirit over the audience.



PRODIGY

IT'S MORE THAN JUST A RACE

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Ten teams participated in this year's Prodigy and competed hard to finish the race. But finally, Christ University bagged the overalls and Garden City College were declared the runners up. When the time for feedback came, a Student from Mount Carmel College commented saying that Prodigy was very well organised and congratulations to the coordinators and the event heads for pulling off such a wonderful event.



The students of St. Joseph's College said that they gained quite some experience to carry back and that it was his best time participating in Prodigy 2015. Everybody was thrilled with Prodigy 2015 and went back home as winners.

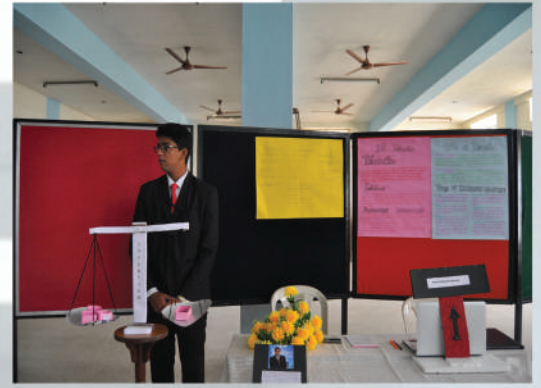


SAVISHKAR



Savishkar, a Management Exhibition with the tagline “where ideas get life” organized by the students of second semester of the Department of Management. 30 teams with 6 members each stepped on with their projects showcasing their talents and bringing out their innovative ideas. The exhibition was held on February 15th 2015. Students were all set to take part in a ground breaking new event with immense enthusiasm. The chief guest for this occasion was Mr. Unni Krishnan K.B (Vice president- Client Management at HR Anexi Pvt. Ltd), who was pleased by the overall efforts of the students.





All fellow jayantians, teachers and other staff members were welcomed to the exhibition encouraging and motivating the efforts taken by the students to organize the exhibition in such a professional manner. The models on display at the exhibition were based on different topics associated with Management such as The study of Maslow's theory, Role of Corporate Social Responsibility, Study of individual Personality, Natural Energy powered Industries and Cities, Different methods of advertising products and also the 4 P's of Marketing Product, Price, Place and Promotion.



The team with the model titled, "Make in India" bagged the first place and caught the eye of every visitor.

Career Development Course

The career development programme was conducted from 25th November 2014 to 4th December 2014 for the 3rd semester BBM students. The course was designed to educate the students on the uses in excel in business. The students were educated on the fundamentals of excel, use of formulas, pivot tools, graphs and macros. The students found the session to be useful and resourceful. The session was conducted in the computer lab for the students to get a hand on experience with the application. The session was designed with a number of activities to stimulate the students'

knowledge of the tool. The session was conducted by Bleson Paul, Dais Ullas, Ann Jess and Aruma Roy, students of MBA V trimester and Suku T Samuel, faculty with department of Management. An assessment was conducted after the session was over.

An online feedback was conducted for the students post the session. Students stated that the session was extremely useful and similar sessions should be arranged for them were a few comments shared. More than 150 students benefited from the program.



CORPORATE SOCIAL RESPONSIBILITY WEEK

The Corporate Social
Responsibility Week was observed
from 29th November
to 6th December 2014.
Various events and
competitions such as tableau,
speeches, case
studies of best CSR practices
in corporates, short film making and
screening, debate and social
entrepreneurship business proposal
were conducted.

The CSR Week
was inaugurated by Mr.
Sebi Chacko, Chief Human Resources
Officer at Strides Acrolab Limited
and Rev. Fr. Lijo PThomas,
Administrator with this
Financial year's theme 'Students for Society'
on 29th of November, 2014.

The Valedictory Ceremony
was held the next day, December 6th
2014. Rev. Fr. Augustine George,
the Vice Principal was gracious enough
to grace the closing ceremony with his presence. Professor Manjunath
Gowda was the Staff Coordinator of CSR Week. More than
400 students benefited from the program.

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Achievements at Intercollegiate Fests

Brand Moksha 2014 by ITM Business School, Bangalore



1st Prize - Brand Quibble - Syed Zawwad & Manish S



1st Prize - Brand Inceptra - Steffi Priyanka



BBM STUDENT'S

Chasska

@ E-WEEK



SAHI
FALUDA



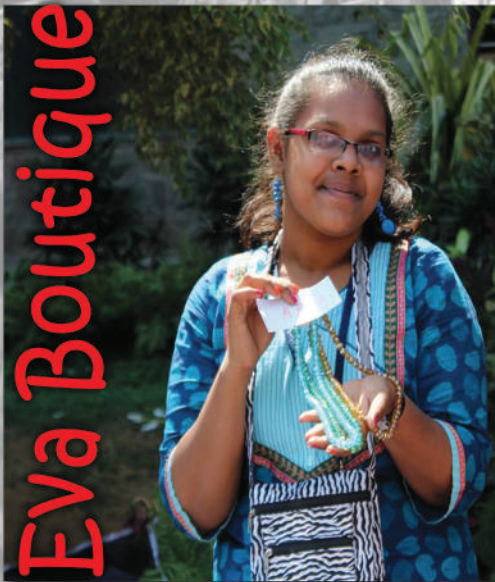
Bra



JUST A BITE



Creative Stores



Eva Boutique



Hang Out



DIP. DONUTS

ARTICLES



COMMERCIALIZATION OF LOVE



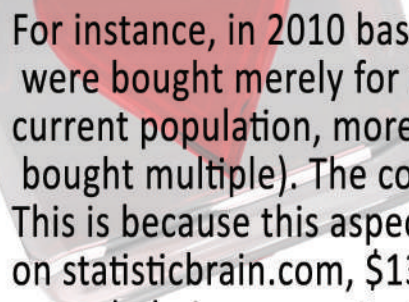
People protest against Valentine's Day for various reasons stating that it promotes love outside the framework of marriage, it is against the Indian culture, it leads to a display of love in the public, it restricts the display of love just for a day, it has become more popular than the religious festivals, because love should not be measured by what you buy as it is false approach to love (it is more than cards, chocolates and flowers) and due to the commercialisation of the event. The article would mainly focus on how various industries have used this day to earn profits.

Commercialization of Valentine's Day is the direct result of Globalization. Globalization brought with itself a close nexus among the world's different organizations. Post liberalization, suppose an Indian firm having a business in greeting cards was now directly interacting with a USA firm having a business in bouquets; both the firms supported each other's logistics. Now the overseas department of that USA firm is maintained by its Indian counterpart, same was true with the Indian firm. This, all in all broadens the scope of commercialization of Valentine's Day. It further heightened the belief of why couldn't Indians replicate the same success which their counterparts did in USA.

There are various days which are usually celebrated in India such as Teachers Day, Children's Day, Mother's Day, Father's Day, Boss's Day, International Women's Day, World Environment Day, World Heart Day and Valentine's Day. Among all these celebrations, Valentine's Day completely stands out because it is grandly promoted and celebrated as well as the fact that this day is linked with love and sex and these two things sell.

In the last 10 years, Valentine's Day has become increasingly commercialized. TV and magazine ads depict models with perfect bodies and perfect teeth giving each other chocolates, jewellery and back rubs. The message is, "Your love is measured by what you buy". This is not what love is all about. Love is much more complex than flowers and chocolates. Social psychologists have been studying interpersonal attraction and love for almost four decades, and they still haven't figured it out completely. What is known, however, is that love relationships are multi-dimensional. Sexual attraction, or what some people call "chemistry" is only one ingredient of a love relationship, and not even the most important one.

Valentine's Day has turned into another way for companies to get money from the American people. Especially because of the state that our economy is in, many companies aim to financially take advantage of such a holiday. For example, based on history.com, Valentine's Day is the second most "bought card" holiday behind Christmas. This is an example of how Valentine's Day is becoming a huge asset to America's economy. People are encouraging this perpetual cycle by partaking in spending sprees.



For instance, in 2010 based on the society of American florists, an estimated 198 million roses were bought merely for the Valentine's Day holiday. That means that based on America's current population, more than 60% of us purchased roses (although those who purchased likely bought multiple). The commercial aspect of the holiday is something that will never go away. This is because this aspect is bringing billions of dollars into America's economy. In all, based on statisticbrain.com, \$13.19 billion was spent on Valentine's Day in 2013. This is an overwhelming amount which shows how commercialized this holiday has become.

According to the US Greeting Card Association, about 1 billion Valentine's cards are sent throughout the world each year. Thanks to the huge exploitation of Valentine's commercial possibilities, especially in the US. Even a staid old newspaper such as the New York Times runs dozens of articles about what to do, what to buy, what to eat and how to behave on Valentine's Day. And Indians are the best imitators of the west; they also try to use similar methods and strategies in their country to earn profits.

One article in the New York Times headlined, "A Viagra alternative to serve by candle light", was about foods with aphrodisiac qualities (a substance which increases sexual desire when consumed) that might help "to bring Valentine's Day dinner to a satisfying conclusion". It cited earnest scientific research to support its findings, which were not on the whole encouraging. Chocolate, for example, would have an aphrodisiac effect only on someone who ate 25 lb of it at one sitting; and while the smell of doughnuts could heighten a man's sexual response, it would only achieve this if combined with the smell of liquorice. Thus, the day focused on associating the day with sex.

Another big problem with Valentine's Day is that it gives a wrong message of love during its process of commercialisation. It communicates that relationships depend on wealth and physical attractiveness. But a recent study of middle aged college graduates indicated that good looking people, on average, were no more satisfied with their marriages or with their lives, than were plainer people.

Television advertisements are a very significant tool to change the way people think. Today's ads sell ideas more than the product. Many companies in India have used this opportunity to exploit the customers on the occasion of Valentine's Day. For example, an advertisement by eBay where an employee goes to his office and realizes that it is the 14th February and starts ordering products online through eBay, and the advertisement ends with a message asking the viewers to shop on eBay as it is all about loves ourselves through which the world can envy. The company used the opportunity to promote consumerism.



Another advertisement by Lenovo shows Ranbir Kapoor gifting three girls with a Lenovo Tablet and flirting with them through online chatting and ultimately gets caught by another girl who enters his house. The company used this opportunity not only to promote their product but also promoted flirting and promoted people to have relationships with more than one girl at a time. Another advertisement by Vodafone seems to define what it love, flooding the girl with lots of letters, following her everywhere, looking perfect for each other and ultimately giving a gift.

The Bollywood film industry which is the pioneer in promoting love and sex cannot be left behind in this regard as well. It has used this opportunity before or after 14th February to release movies which showcase love and sex. In the year 2012, the film 'Ek Main Aur Ekk Tu' was released on 9th February and 'Valentine's Night' was released on 10th February 2012. In the year 2013, 'Murder 3' and 'Jayantabhai Ki Luv Story' was released on 15th February. In the year 2014, 'Gunday' was released on 14th February and 'Shaadi Ke Side Effects' was released on 28th February. In 2015, 'Roy' is scheduled to be release on 13th February and 'Badlapur' is scheduled to be released on 20th February. The similarity between all these movies is that they all feature a love affair.

The worst parts of Valentine's Day is that, people celebrate the day without knowing about its origin, without knowing that it's a commercialization strategy, without knowing its consequence and eventually getting carried away with what they see. Truly, man is very greedy; he leaves no opportunity to earn profit, no matter what means he adopts. As an advertisement read during the month of February, "Diamonds are Forever", actually they are not forever. They can chip, shatter and even burn to ashes. But love can be forever. And one way to make love last forever is to show it every day, not just on Valentine's Day. Love is not a one day affair but one needs to show love and consideration to their partner on the other 364 days in the year as well.

Prof. Syed Kazim
Department of Management



Sneak peek into the shoes of the Coordinators.

We've always known Sogat Banerjee and Divya Amarendran but seldom have we seen as to how their commitments and responsibilities shouldering them have always set them apart. Thus, wondering as to how the lives of the coordinators in college were- the front they put up and the things they endure, I decided to find things out myself. Now, tell me haven't you ever wondered too?

And then the rains were finally showering down, satiating the scorching heat that day as we sat in one corner of the classroom oblivious of the noise engulfing us.

Sogat and Divya despite everything have done a fantastic job together and all they could tell me was "it was a nice experience" as to how working with each other was. Questions rattled out and finally the coordinators unveiled themselves.

How was it being the Co-ordinators?

D- For me, being the coordinator was not just about being popular but being responsible and setting an example for others.

S- It was nice being the coordinator. I learned a lot of leadership qualities and it was a dream come true for me. Though the responsibilities shouldering me were not all that easy to deal with as I had thought, I enjoyed every bit.

How was the year for the Department?

S- Till Acumen it was bad but Prodigy was fantastic as 10 colleges turned up since for the past 3 years only about 5 colleges had been turning up. Regarding the participation in fests, I would say it has been neither too bad nor too good.

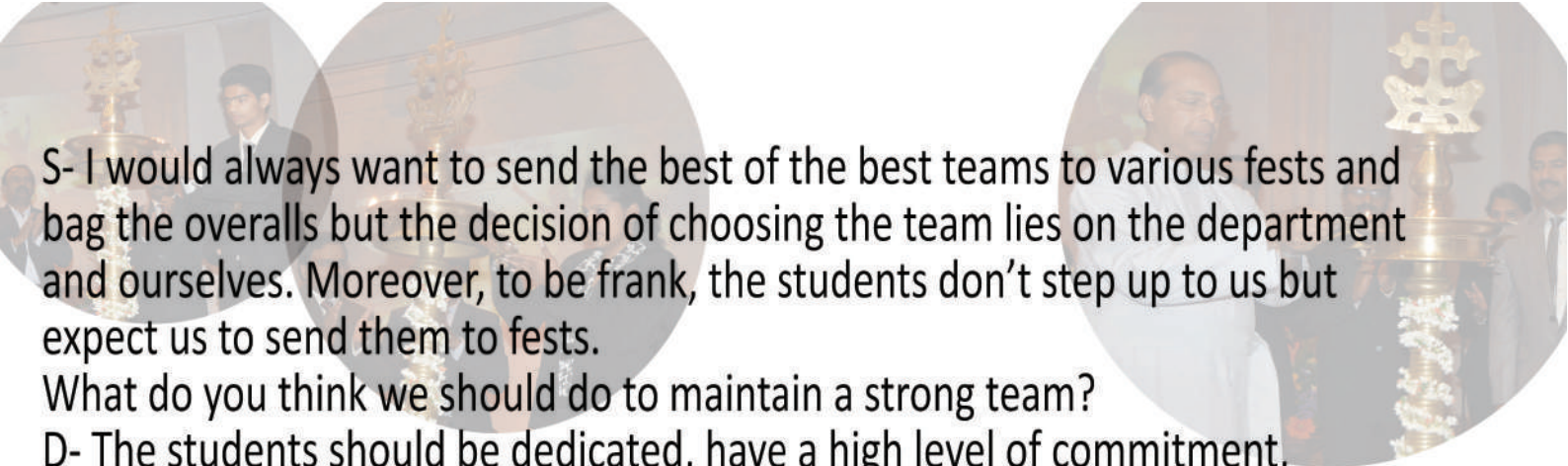
What hardships did you guys experience?

D- Getting the involvement of all the people during our event was tough. Moreover, keeping the people united was another tough task. But we somehow overcame all the hardships and I'm happy about that.

S- To be frank, there was no coordination among the final years, no proper channels of communications and also the fact that I didn't get proper support from the final years.

There is always an issue that students don't get a fair chance to go to fests. What do you have to say about that?

D- When it comes to taking part in fests, I agree that there has always been this issue but the students need to understand that everyone gets a free chance only if they are passionate and really committed. Fests are not just a matter of bunking classes and having a good time in another college but about achieving something.



S- I would always want to send the best of the best teams to various fests and bag the overalls but the decision of choosing the team lies on the department and ourselves. Moreover, to be frank, the students don't step up to us but expect us to send them to fests.

What do you think we should do to maintain a strong team?

D- The students should be dedicated, have a high level of commitment, communicate with each other, share their ideas and thoughts and always carry a positive mind-set in whatever they do.

S- Work together, coordinate things, update with the recent affairs, and motivate one another to take part and win the overalls.

How was it managing the students and linking to the teachers?

D- It wasn't a tough job because the students were very cooperative, understanding and got along very well.

S- But it was a challenge cause managing 352 students isn't a joke.

How do you think your younger batches should handle ego clashes, if any arises?

D- Ego clashes would arise only if there are misunderstandings, less interactions and any kind of inferior-superior thoughts. So, one should avoid such circumstances and speak up.

S- Ego clashes happen only when things are not being coordinated properly. Therefore, things should be conveyed properly and there should be an understanding between the seniors and the juniors or between the same batches. My advice would be to work as a Jayantian family.

How are your juniors?

D- Juniors are all fantastic. They are such a good sport, very enthusiastic, cooperative and understanding as well. They have always been there for us and we are thankful to have wonderful sets of juniors.

S- Juniors are very enthusiastic, hardworking, have good competitive spirit and a keen sense of attitude to learn. A dynamic set of students, I should say.

What advice could you give your juniors?

D- Be yourself. Don't throw attitude- it won't help. Be on good terms with each other, keep the fire in your belly alive and learn to balance things- academics as well as extra-curricular activities.

S- Actively participate in various management fests. Work for it because I know you guys have it in you to win it all. Learn something from every fest and always support the core team or one another.



On a personal note, how did the badge influence you?

S- It for sure brought about a positive influence in me. I learnt a lot, improved in my leadership skills and learnt to be more flexible by adapting to changes.

Well, well, well was all I said to myself at the end of the various conversations that we've had. They actually motivated me somehow too, and I was actually content as to how things had been going forward. All I could say was for them, not only them but for all the seniors to embark on their journey to do the very best in their lives.

As for the present batches, I think we ought to respect them, take their advices seriously, take measures, avoid conflicts and infer lessons from the seniors to surpass them in a huge scale. After all, didn't Sogat say that we have it in us? Time to say, "Bring it on" guys!

BY :- KIKI AYANG



What I Want

- RAHUL RAJ REDDY (IV BBM, B).

I Am Powerful!

Whatever I set my mind on having, I will have.

Whatever I decide to be, I will be.

The evidence is all around me.

The power of my Will has brought me precisely to where I am right now.

I have made the choices. I have held the thoughts.

I have taken the actions to create my current reality.

And I have the power to change it into whatever I want it to be.

With the choices I make, I am constantly fulfilling the vision I have for my life.

If that does not seem to be the case -

Then I am deceiving myself about what I really want.

Because what I really, truly want, I will get!

What I truly wanted in the past, I already have.

If I want to build a billion-dollar business, I will take the actions necessary to do it.

If I want to sit comfortably watching TV night after night -

I will take the actions necessary for that.

Don't be disappointed in my results -

they're just the outward manifestation of my priorities.

I will be sure of what I truly want,

because I am sure to get it!

BUSINESS BUZZWORDS YOU'LL NEED TO KNOW IN 2015

RAHUL RAJ REDDY
IV BBM, B.

With every new year comes a new batch of business buzzwords to keep up with. Past years have seen terms like "phablets" and "wantrepreneur," but what words will professionals need to know this year?

Remarketing: "This is a form of display advertising [that delivers an image or text ad for your company to a user] after [that user] drops off your website without converting. This has one of the best returns on investment for businesses and should be a term that everyone is familiar with for [2015]."
– Jason Parks, owner, The Media Captain

Chief Culture Officer: "[This is] a role that is becoming more necessary as hiring becomes more competitive. These people are responsible for making a company a place where everyone wants to work." – Ryan Farley, co-founder, LawnStarter

Momtrepneur: "A woman who has children and [a] family [and runs] a business at the same time." – Lindsay White, founder, Lot 801

Conversation Marketing: "Marketing with the goal of having a direct one to one conversation with your customers through social media and other channels."
– David Waring, editor, Fit Small Business

Goal Digger: "A goal digger is defined as an employee who pursues and successfully achieves company goals creatively, opportunistically, tirelessly, and, most important, legally." – Roy Cohen, career counselor and executive coach, Roy Cohen Career Management

H2H: "Instead of business to consumer (B2C) and business to business (B2B), brands will start throwing around H2H, which stands for human to human."
– Brandon Seymour, owner, Beymour Consulting

Smmarketing: "Smmarketing is the process of integrating sales and marketing process of a business to unify the company goals and provide consistent messaging for your brand." – Todd Mumford, CEO, Riverbed Marketing

Freemium: "Freemium is a pricing model that typically applies to software or web services with the option of a free limited version or a premium account with added features and functionality at an additional cost. The goal is to provide just enough functionality in the free version to hook customers, but limit them in a way that encourages an upgrade to premium." – David Scarola, vice president, The Alternative Board

Newsjacking: "It refers to when a company leverages a current story in the news to put forth its own marketing or sales message." – David Bakke, writer and contributor, Money Crashers

Intuitive: "As a noun — a process, service [or] an offering that just makes sense. It's understood; it always should have been that way." – Tom Burnside, CEO, LendingPoint

mCommerce: "[mCommerce is] commerce carried out over a mobile device. Shoppers are browsing and buying more and more on mobile [devices]. Business owners should focus on making their online store fronts mobile friendly to create a truly omni-channel experience." – Alex McEachern, loyalty marketing specialist, Sweet Tooth

Growth Hacking: "Growth hacking is about finding innovative, inexpensive and often technical 'hacks' to significantly boost a company's growth. Growth hacking can include building innovative features into a product that lead users to share it virally, doing something unique and buzz-worthy that gets a lot of free press, doing large numbers of guest blog posts to blanket an industry with your brand's content, or tapping into communities or social networks in ways that boost attention in massive — not incremental — ways." – Tom Treanor, director of marketing, Wrike

Dashboard: "A dashboard should be a series of charts and graphs that incorporate a business's relevant data displayed in an easy-to-understand charts and graphs. When viewed together, it's easy for entrepreneurs to quickly gauge the financial health of their business." – Sabrina Parsons, CEO, Palo Alto Software

Mydeation: "It is using a group to help an individual solve a challenge specific to them (in an ideation or brainstorming session), most often to generate ideas for their own new product or new business venture." – Bryan Mattimore, co-founder, Growth Engine

When should I call myself a leader?

“A leader is one who influences a group of people towards the achievement of a goal “. This is how Google defines a leader. Well is that true, let's find out.



Imagine a world without leaders. No kings, no kingdoms, no wars, no problems, no solutions, no peace, no innovation, no destination. It's like human without a brain.

We were chosen to take birth as human beings. A human's life is all about taking decisions every day which is one big quality of a leader. So here I am already born as a leader.

Time never stopped and we went on taking decisions every day. But we knew that there will be a day where we need to take decisions not for ourselves but a decision which will effect others life.

And few people choose to take that decision and were recognized and called as LEADERS. And then came kings, kingdoms, wars, problems, solutions, peace, innovations, improvements, and the list goes on.

I wondered what makes a true leader, and here's what I found.

- A leader takes decision.
- A leader survives hardship to reveal themselves.
- A leader endures failure before rising up.
- A leader has a vision.
- A leader knows his strengths and weakness and accepts them.
- A leader copes with changes.
- A leader encourages, aligns, motivates and respects people.
- A leader focuses on solutions and not on problems.
- A leader takes a stand and believes in it.

So become a leader by choice and not by chance.....

And if you make a choice to become a leader then get ready to fail, and fail, and fail again before you rise.

And then call yourself a leader.

ZEE SHAN

VI SEMESTER BBM 21.

THE PANORAMIC PARAPHERNALIA OF NOTHINGNESS

Walking down the streets of the bustling and busy, Brigade Road. Surrounded by crowds thronging with fervor, robed in the finest garments of the latest fashion as they wallowed in self-praise and adulation, I began to question myself. What's with all the hype, the uproar and the commotion of the present generation that one gets either pulled into or drawn towards? Then the old proverb began to climb aboard my train of thought and slowly but surely began to engulf my mind - 'empty vessels make the most noise'. Was it true? Were all our ambitions and innovation channeled towards an inevitable encounter with the unessential and inappropriate? Was it that every voice so audible in that crowd, in criss cross array channeled towards vanity; was there not a single word with an arguably sensible destination? I found myself in void, shut out from the pressing crowd yet very much a part of it. Every single vibration at a certain frequency began to attract my attention, is this life. Are we only meant to be taunted by the unknown and mocked by obscurity itself?

My mind began to ponder and contemplate if I may say so, on this very same fact of nothingness, meaninglessness and utter vanity. This contemplation on the prime importance of an essential 'Void' briefly interrupted when it came to my attention that my shoelaces were currently dislodged from the position that it was intended to remain in. As I bent down to tie my shoelaces it occurred to me on how beneficial it would be if I would have chosen to worn 'slip-ons', thus making the absence of the shoelaces, a void that solved my petty predicament. A conflict arose: is vanity beneficial or harmful? Is nothingness a destination of bliss or agony?

As soon as I got back up, my head hit a paper cup sending a splash of dazzling and colorful soda across the sky that was covered with lights, sending into my eyes a brilliant setting of colorful reflections. In this mirthful rapturous moment I had forgotten that I had knocked a glass of soda out of a girl's hand. As soon as I began to structure my apologetic statement, my voice..

began to choke up and refused to budge from my larynx. My eyes were set still and locked as in its line of sight stood the most beautiful, enchanting and most mesmerizing handiwork of the creator that it had ever seen. I began to struggle to push the air out of my lungs, but every attempt in vain. Out of what I had perceived to be an impregnable void, came a glorious vision. As if she accepted my ill-expressed apology, a smile spread out across her cheeks. The smile being not only an acceptance of the apology but also of the admiration, let my emotions roar. A toss of her beautiful locks and then she trotted down the sidewalk.

Suddenly the untimely vibrations began to make a sweet sounding melody, and as the world sway in symphonic harmony and the lights began to dance across the sky and send the shadows in rhythmic distortion. Violins began to hum a tune so sweet. Yet in all the jubilation the cause for my outburst of celebration had vanished into the void once again. At last after intently scanning my surroundings I caught a glimpse of the fair maiden as her eyes sparkled. This one glance was enough to spur me on. Just one briefer encounter and I would have counted attaining moksha a feat of lesser value. The urge led me trample the toes of the passerby's in my immediate surroundings. Had the void thrown out a line? Was the country lass the bait? Well curiosity killed the cat. In desperation I began to push and shove through the crowd going against the flow. Travelling an almost impossible path.



Eyes of the old and the weary, the tall and the short, the triumphant and the defeated were set on me. Looks of disdain, discouragement and mockery were set upon me. I had it in mind to pierce the air of mediocrity. The void gave me a sense of purpose. The lights that were swaying in harmony now began to blind me, hindering my progress.

I looked up once a gain and this time I drew nearer. And yet again I stood in awe at the sight of the masterpiece. My throat began to choke again, but I would not fail this time. I blurted out the words 'I'm sorry.' She smiled yet again in amusement at the condition my journey had brought me to. Then she finally spoke in a tone that would even make angels blush, saying 'it's alright'. Then she chuckled, this was a heaven ordained opportunity. She waited expectantly for me to reply, then with a slight sadness she turned around and began to walk. Immediately I lunged forward and clasped her hand this time screaming over the crowd 'join me for a glass of soda?' she smiled and nodded. My heart leapt and I was overjoyed but maintained my composure. We pushed our way to a small soda cart, my hand clutching her hand. I made the purchase. As I sipped on the glass of soda, content with the warm silence she had to offer while smiling and reciprocating the same emotion ,I thought yet again.

In this vast sea and panoramic paraphernalia of vanity and nothingness one can always hope to find something better than what he bargained for. For expectancy leads to disappointment, but an open heart is most likely filled with contentment. In t his paraphernalia of nothingness I found love...go ahead let's see what you may find?!

BY, Dedee Leah



UP AND DOWN

I was drowning in confusion,
Had hopeless feeling.
Fear and anxiety overtook me
My face was pale, I was numb all over,
Did not know how to move on.
The only ray of hope was God.
He knew I was being submerged,
He sent you to me, to guide me,
To put me back on track.
God told you I needed support through the intuition you had.
God has hidden messages in every happenings of life.
I felt the words uttered by you were like rain from heaven,
Dropping the intensity of stress,
Just like the rain dropping the temperature of the earth.
You made me understand,
When I couldn't even think.
You brought out the lost light,
By lighting up my mind.
You made me feel better and courageous than ever.
Be positive, trust life,
Trust God and let happiness be eternal.



10 / 2 / 2015

BY
**ABDUL
WADOOD**



NEWS





MTS

The Delhi High Court on Friday asked Sistema Shyam Teleservices Ltd (SSTL), which provides high speed internet under the name MTS, to bring their "equipment" on Monday to test their claim that they provide speeds upto 9.8 Mbps.

Justice Vibhu Bakhru decided to undertake the exercise as he felt that the Advertising Standards Council of India (ASCI) was "right" in holding as "misleading" Sistema's commercial that it provides speeds up to 9.8 Megabits per second (Mbps).

"I think they (ASCI) are right. The speed of 9.8 Mbps is available only in test conditions," the judge said and asked the company to bring its equipment post-lunch to test its speed in the court premises. However, as the counsel for SSTL claimed inability to come after lunch, the court posted the matter for Monday. SSTL contended before the court that it only claims to provide speed "upto" 9.8 Mbps.

**DELHI HC
TO TEST MTS INTERNET
SPEED CLAIMS 26.**



MTS

"This is how misleading advertisements are made," the court said in response. The judge also jokingly observed that the speed the company claims to offer may be available only around midnight and that too under the mobile tower. Additional Solicitor General (ASG) Sanjay Jain contended there was no error in the order of the ASCI's Consumer Complaints Commission and that it had the statutory authority and jurisdiction to issue the same.

He also argued that the speeds MTS claims to offer are available only under test conditions and at late hours in the night and not always. SSTL in its plea has contended that ASCI has not considered any material put forward by it. ASCI had in its order of November 29 asked SSTL to either suspend or modify, by December 10, its advertisement that its internet provides speeds of upto 9.8 Mbps. The company has challenged ASCI's order.

DELHI HC TO TEST MTS INTERNET SPEED CLAIMS

practice and manifests a disregard for safety, by implication,” the statement added. The longest list of complaints belonged to the personal and healthcare categories where the product or service advertisements were either misleading or false or not adequately / scientifically substantiated. ASCI upheld 41 complaints against products and services promising cures for cancer, diabetes, sexual problems, hair fall and alcoholism, among other things. A complaint against Livon Hair Gain from Marico Ltd was also upheld as its ad claims to stop hair fall within 90 days. “The super in the advertisement was misleading by ambiguity,” the ASCI statement said. Marico Ltd declined to comment on the issue. E-commerce website eBay’s advertisement claimed to have an online promotional offer of 20% off (discount) on purchase of a product subject to a maximum limit of Rs .3,000 on using a given coupon code. ASCI said the ad was misleading as it did not mention that the offer was on a “first-come, first served” basis. E-commerce marketplace, eBay India said it was extremely conscious of its responsibility towards consumers. “Despite furnishing all appropriate information as required by ASCI and extending the promotion to ensure consumers got an opportunity to participate, we are disappointed with ASCI’s decision. We will continue to act in the best interest of our consumers,” said a spokesperson.

ASCI SEEKS CHANGES IN ADS OF 84 BRANDS

BRAND'S



New Delhi: The Advertising Standards Council of India (ASCI) has sought changes in advertisements plugging 84 brands, including Amul butter, L'Oréal Paris Hair Gain, eBay and Hindustan Unilever Ltd's water purifier Pureit Ultima, saying they shouldn't be published or telecast if they weren't amended. The council upheld complaints against all but 11 of the advertisements against which it received complaints in August. In a statement on Friday, ASCI's consumer complaints council said the maximum number of complaints were made against products and services in the personal and healthcare category, followed by education. "We have given them 10 days to modify, drop the ad or seek a review with ASCI's complaints council," said Shweta Purandare, secretary general, ASCI. ASCI is the self-regulatory body that monitors all advertising. It addresses complaints received from consumers and the industry against advertisements that violate the ASCI code and are false, misleading, indecent, illegal or lead to unsafe practices. In the food category, Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF) has been asked to pull out its

advertisement for Amul butter. "The product packaging of the Amul 500gms butter pack shows a food pyramid with cereals, veggies and fruits at the bottom of the pyramid while Amul Butter is at the top. It further claims that butter tops the food triangle which is misleading by implication as it implies butter to be the best among other food items as shown on the pack," the complaints council said. GCMMF executives could not be reached for comment.

A biscuits commercial by Saj Food Products Pvt. Ltd features characters from the Mahabharata and shows Kunti asking her son Yudhishtir to share with his brothers whatever he's brought. Yudhishtir angrily agrees to share his wife Draupadi, but refuses to part with Top biscuits. The ad is demeaning to women and derides them, ASCI concluded. Among consumer durables, at least two water purifier brands have been asked to alter misleading commercials—Pureit Ultima and TTK Prestige Ltd's Prestige LifeStraw. Maruti Suzuki India Ltd has been asked to change its television commercial for the Swift hatchback. The advertisement shows visuals of the Swift taking dangerous turns at high speed, which are enjoyed by a father and child duo who do a high five. "This creates an impression of showing a dangerous

ADITYA HARIKRISHNAN

LOCAL • FAST
Mumbai Mirror



Academics or Experience Which is better?

Industry experts share their views on whether an MBA provides better chances of rising up the corporate ladder than work experience does

Muthu Krishnan Iyyappan, CEO and MD, Eka Academy: An MBA degree has always been touted as the best way to bag lucrative jobs and swiftly climb up the corporate ladder. Having succumbed to the MBA fad myself, I joined the Indian Army soon after completing the degree and eventually ended up in the icy heights of Siachen Glacier, sharing a fibre glass hut with 10 other jawans, who had lost theirs to a blizzard. After over a decade of serving in the army, a fact I can vouch for is that the best learned in airconditioned lecture experiences one gains on the job, vantages of the organisation and helps the company grow.

However, an MBA does impart Little wonder then, scores of take several attempts at MBA juggling work and personal life. possessing a great deal of all is translated into knowledge.



lessons of management cannot be halls of a B-school, but imbibed by knowing thoroughly the pitfalls and developing foolproof ideas that

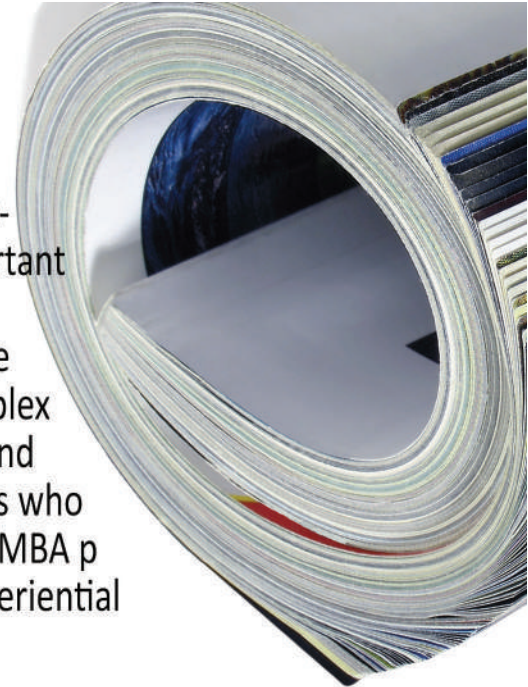
necessary management skills. youngsters continue to religiously entrance exams, some even Even though they do end up information after the course, not

While, for the uninitiated, information translates into knowledge, those that enter earn to apply lessons into practice with work experience. Moreover, essential traits of leadership and managing teams, such as self belief and the ability to motivate subordinates are near impossible to be taught in classrooms. One can only imbibe those qualities by taking up relevant leadership opportunities that come their way on the job.

acquired on the job automatically managerial roles through MBAs only I

Senior corporate positions are not reserved for those with lucrative degrees from popular institutes; it takes years of work experience to etch lifelong lessons that make good managers capable of handling employees. It is also the richest source for acquiring indisputable managerial traits such as attitude, knowledge, skills, ownership and innovation. Hence while an MBA can only inform you about what it takes to hold senior managerial positions, only through experience can one imbibe these traits.

Pranabesh Ray, Dean (Academics), XLRI: A business management degree in today's time is perceived to be the pre-eminent 'master's programme' that holistically prepares students who aspire to be future business leaders. It imparts students with necessary business-centric techniques that help them develop skill sets, which are important to augment the efficiency and productivity of an organisation. An MBA programme prepares students with thorough knowledge of the industry, trends in the global business scenario, understanding complex financial issues, etc. It sharpens their interpersonal, quick thinking and multi-tasking skills and transforms them as effective decision-makers who can make seemingly difficult situations turn in their favour. An ideal MBA programme imparts classroom education combined with real-life experiential learning which equips professionals to outface work-life challenges.



While the business world develops and becomes more dynamic with each passing moment, an MBA is a degree that has kept pace with these changes to offer students a holistic overview of what it takes to be a part of the industry. In today's globalised world, corporate executives with a broader global mind-set has become the need of the hour.

MBA programmes have responded to keeping with industry demands. Students enrolled under these programmes get opportunities to gain first-hand experience through internships and are well versed in different cultures, which broaden their outlook. Such a perspective enables them to be effective decision-makers in the international business domain.



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Management education, apart from offering the highest standards of academic excellence, also imparts knowledge of business values and ethics to imbue a high sense of responsibility and integrity among students. This helps in creating business leaders who can not only contribute to an organisation but also, through their work, to the society. No wonder then, this degree continues to give momentum to business leaders who have been catapulted to high ranks in an organisation.

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FUN TIME



FUN TIME



But i can't.



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