



e-volve

VOLUME 1 , ISSUE 1

APRIL 2012

MANAGEMENT DEPARTMENT

FOR PRIVATE CIRCULATION ONLY

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HOD'S MESSAGE

Dear Students,

This is the first issue of the e-news letter "e-volve" from Department of Management. I want to take this opportunity to thank all the people for the impressive job they did on the e-news letter in order to provide us with a powerful tool that we should use extensively in the near future.

In the era of technology, the younger generation has adopted itself with modern technology and modern methods of accessing information from different sources. This news letter will help the students and members of department to access information regarding activities and achievements of department. It is a good initiative from faculty members and students to prepare an e-news letter which can project the activities and achievements of department.

I'd like to thank all the contributors of the e-letter and call for all of those who would have the will, in the future, to join us for the preparation of next issues of e-newsletter.

Mr. C. Surendranath Reddy
Head , Department of BBM

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GUEST LECTURES



On September 02nd, 2011, the 3rd semester BBM 'A' & 'B' students attended a guest lecture on corporate communication and advertising. **Mr. Sonal Shandilya**, Director- Strategic Planning of Sushil Shandilya Consulting, Bangalore was the resource person. Mr. Sonal, spoke to the students about various issues in corporate communication. He also briefed us about his business and some of the strategies he has applied. The session was fruitful and informative to the students.

The Department of Management organized a guest lecture on the topic Material Management on August 20th, 2011. **Mr. H. G. Pradyumna**, Deputy Manager of Mother Dairy, Bangalore was the speaker. 116 students of 5th semester BBM 'A' & 'B' actively attended the session and interacted with the guest. He spoke to the students about his experience in the sector and various practices in material planning and material procurement were discussed.



On July 12th, 2011, the 1st semester BBM 'A' & 'B' students attended a guest lecture on the topic dealing with business communication. **Mr. Krishnan .V**, Media Officer, Times of India, Bangalore was the resource person. 156 students attended the lecture, where the Resource Person shared his experience in the corporate world which are useful to the students in the real world scenarios.

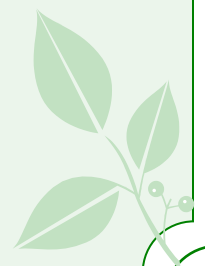
GOING PRAGMATIQUE

Virtuoso is the beginning of hundreds of enthusiastic young hearts who have just joined the college and had dreams of becoming managers. It's a small fest which is organized by the seniors to the young warm blooded juniors to give them a small introduction about the corporate world.

This fest is organized for there to four days with various events like Best Manager, Business Quiz, Marketing, Human Resource and Finance. These events bring out the most talented people from the department and encourage them to participate in other fests. Virtuoso is a fest of hundred and sixty students as ten in a group and sixteen groups as such with a leader and an assistant leader to monitor that everyone in a team are performing and giving their best. Final day of Virtuoso will have four to five finalists with their own creative ideas to solve the problem and are asked to present them to judges and the among theme will be appreciated.



Acumen is a second fest in BBM department which is organized to the first years and second year students to bring out the most talented people to the light and encourage them. This fest is organized by the super seniors for two or three weeks which will bring out the competitiveness and most deserving students out from the crowd. The events conducted in this events are also the as Virtuoso such as Best Manager, Business Quiz, Marketing, Human Resource and Finance. The numbers of participants in each team are more than sixteen participants with more than twenty teams and have the capacity to bring out the best in those participants this fest a the fest is organized for more than three weeks it give complete information about the corporate world, competition in the market, HR policies and gives better way to play with numbers. Many reports and presentations are created by the students and hundreds of papers of print outs. The finalists will be selected from three hundred students and will award to their excellence as token of appreciation. This helps our teachers and senior to identify the best and send them to various college fests.



DOUBT CAN BE CLEARED WHEN YOU HAVE A DOUBTS



Prodigy the fest envisages students participation from various colleges in and around the state. The main events were Best Manager, Business Quiz, Marketing, Human Resource, Finance, Treasure hunt, creativity. It's a fight between most talented students from various colleges to take home the beautiful memento.

COLLEGIATE E-WEEK

NATIONAL ENTREPRENEURSHIP NETWORK organized a workshop on September 20th, 2011 at Mount Carmel College for the E-Leaders of various colleges.

Our college also provided us with an opportunity to represent and participate in this workshop which proved to be very useful as it helped us in developing and moulding ourselves to be better Leaders and also enhance our management skills. It was during this workshop that we were appreciated for our significant contribution in developing a vibrant ecosystem of Entrepreneurship on our college Campus. Hence this workshop turned out to be a very interactive and a useful platform as we interacted with the students of various colleges and exchanged new ideas for empowering young India.

Kezhia Sharieff
IVth semester BBM 'A'

LAURELS

On 09-09-2011 to 10-09-2011

at

St. Anne's Degree College for Women

Ebullience -2011

Service Launch-1st Place, Mock Stock- 2nd Place, EDP-2nd Place,
Ice breaker- 1st Place, Dance-1st Place, Singing- 1st Place, Personality- 1st Place,
Pick & Speak- 3rd Place, Debate- 2nd Place, Face Painting- 3rd Place, and
Overall Winners

On 16-09-2011

at

SSMRV College

Fest-2011

Best Manager-1st Place

On 19-01-2012 to 20-01-2012

at

MES Institute of Management, Bangalore

Ankura-2012— Leadership- 1st place, Human relationships- 1st place
Next big thing- 2nd place, Public relations- 2nd place, Business quiz- 3rd place
Mock stock- 3rd place

On 19-01-2012 to 21-01-2012

at

Oxford College of Business Management

Amethyst-2012

Business quiz- 1st place, Mock stock- 1st place, Face painting-1st place
Best manager- 2nd place, Business place- 2nd place, Just a Minute- 2nd place
Treasure hunt- 3rd place, Mad Ads- 3rd place, and

Overall Winners

On 3-02-2012 to 4-02-2012

at

St. Aloysius College, Mangalore

Spinout-2012

Finance- 1st place, Human resource- 1st place, Business quiz-2nd place



15-02-2012

at

MLA College, Bangalore

Sambhavami-2012

Best Manager- 1st place, Mock Stock- 1st place, Product Launch- 2nd place

Mad Ads- 1st place, Group Dance- 2nd place, Solo Dance- 2nd place

Corporate fashion show- 2nd place



DON'T RUN BEHIND SUCCESS ..GO BEHIND EXCELLENCE

CONFERENCE

BCIC (Bangalore Chamber of Industry and Commerce) held a conference 'SAM-VRIDDHI' at TAJ Vivanta on January 11th, 2012 to discuss based on the topic "Industry Academia Connect" which consisted of an expert panel of identified speakers and visionaries from the Corporate field along side with students from various colleges were brought together to understand the current market demand for employees in the industry and suggestions were made to modify the university syllabus as per the current market demands. This conference helped us realize the change in the Industries and their requirements for employees according to the present market situations.

**Kezhia Sharieff
IVth semester BBM 'A'**



HOW FIGURES FRAME INDIA

A Statistical Perspective

India, one of the largest democracies in the world, is going through a transition. We are having a GDP growth rate of 6-7% every year. Our nation is 7th in the world on geographical area and is the home for majority of the middle class in the world. 17.5 per cent of the world population belongs to India as per the 2011 census data by the government of India

Per capita income of Indians crossed Rs 50,000/- shows our progress in national income even with roaring population growth. India will almost have a \$2 trillion economy by the end of March 2012, falling a mere \$6 million short of the mark, according to a new report by the Prime Minister's Economic Advisory Council (PMEAC) released in this month. Our country will reach a \$4 trillion dollar economy by the end of 2017 with this current growth rate of 7.6% per annum.

The structure of the economy underwent a major change by shifting the agricultural to second in GDP share, Service sector being the first. It is an alarm of the agrarian future of the economy the number of agriculturists in India are going to fall considerably in the coming years. More than 50% of the Indian GDP is from services sector.

India's foreign exchange reserves rose to US \$295.048 billion as of February 24, 2012 from US \$ 293.440 billion in the last week. We are currently on 9th position in terms of forex reserves. The position of foreign exchange reserves indicates the strength of the economy.

The literacy rate of the nation increased to 74% in 2011 compared to 65% in the year 2001. In the states, Kerala ranks first with 93.91% and Bihar with a least with 63.82. As per the United Nations Development Programme (UNDP) Report 2011 when compared to the world literacy rates Georgia ranks first with cent percent literacy and we being placed at 81st rank, have to realize that

there is a long way ahead.

The rank of India's Human Development Index (HDI) for 2010 based on data available in 2011 and methods used in 2011 is 134 out of 187 countries. In the 2010 HDR, India was ranked 119 out of 169 countries. However, it is misleading to compare values and rankings with those of previously published reports, because the underlying data and methods have changed, as well as the number of countries included in the HDI. The expected years of schooling went up to 10.3 in 2011 from 6.5 in 1980. More than 100,000 pregnancy-related deaths occur each year in India, according to UNDP (April 2010). Another 100,000 women annually suffer from infections due to pregnancy. Most of these deaths and complications could be averted by providing a standardized level of care, but according to a press release issued by UNDP, quality health care in much of India is associated with high prices and is out of reach for many of the country's poorer citizens.

Inflation in India will be between six to seven percent according to the finance minister's expectations

"My inflationary expectations will be between six and seven per cent and not below that," Mukherjee noted. He said that if the inflationary expectations were below that, then it would lead to stagflation and growth would be hampered. Mukherjee said that inflation had been moderated and would be taken into account during formulation of policy rates. "I hope the RBI (Reserve Bank of India) will keep this in view while making policy rates formulation," he noted. He said that inflation had been perilously close to double-digit for nearly two years and food inflation was as high as 22 per cent. A collection of the essays submitted by London School of Economics says that India will not become a super power to quote business line "India the next super power, a collection of essays, the authors weigh India's changing role over the decades in a number of fields from economic, political, environmental and military. While its rise on many of these counts has been "impressive", the authors conclude that factors

such as the prevalence of the caste system, growing wealth inequalities and environmental costs, as well as “embedded corruption” and domestic conflicts prevent it “and will continue to stop it” from becoming a counterweight to China”. But we have proved ourselves best in many times and we continue to nullify the best predictions in the world.

- Ramesh Krishna

Purpose of Education!

What is the purpose of Education? The conventional answer is the acquisition of knowledge, reading of books, and learning of facts. The purpose of education cannot be, merely create a literate individual, or a highly informed person crammed with information and facts, or to prepare an individual to find a job, or to create a good worker, a skilled technician and scientist, or an efficient doctor or lawyer, or a capable industrialist or a politician. These may be needed but they are not sufficient in themselves. Nor do they create the complete man or a great nation.

Education is supposed to be the proper cultivation of the skills and talents of the individual through the acquisition of knowledge. Knowledge satisfies our natural thirst for gaining it, which will make us identify our creator. So true education cultivates a person – mind, body and spirit – by bringing us closer to fulfilling our purpose for being, which is to obey our creator. The second purpose for education, after self-cultivation, is to teach us how to give proper service to self, family, nation and then to the entire world.

Do the students have a goal of life? It is not a philosophical question. After spending 15 to 20 years in education, if a Student does not know his goal, it is a disaster. Not just eat, live, and produce children just as animals do.

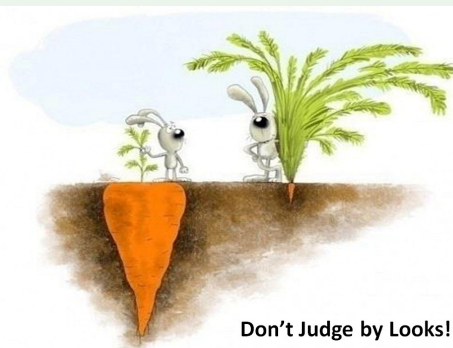
If our educated youth, leaders, cream

class does not have a goal, it is a sign of a dying community, especially so because this community is not based on caste, color, race, or state. If it loses its goal then we have to forget the future. The objective of Student is just to survive or have a good life. But this teaching simply does not exist in our educational system.

The current education system is defined by the mainstream society as mere information gathering, writing more and more exams, producing certificates, meeting the need and demands of the multinational companies, achieving better jobs and not for the betterment of the society at large. “The function of Education is to teach one to think intensively and to think critically, but education that stops with efficiency may prove that greatest menace to the society. The most dangerous criminal may be the man gifted with reason, but with not morals.”

“The aim of education should be to teach us rather how to think, than what to think – rather to improve our minds, so as to enable us to think for ourselves, than to load the memory with the thoughts of other men.”

An Ideal Education System is one which not only provides ‘Information’ but also creates ‘Human Beings’, which not only enables man to earn money but also keeps him active to serve ‘Humanity’, which fulfills the need of the society, not of the market, where education is not sold as



Don't Judge by Looks!

‘Commodity’ but provided easily for all citizens as a ‘Value’, which fulfills the need of the society, not of the market, where education is not sold as a ‘Commodity’ but provided easily for all citizens as a ‘Value’ and the most important is that which leads him towards his ‘Creator.

“If education with its religious core can invigorate man’s faith in his divine nature and the infinite potentialities of human soul, it is sure to help man become strong, yet tolerant and sympathetic. It will also help man to extend his love and good will beyond the communal, national and racial barriers.”

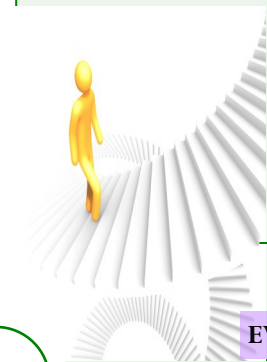
The right educational system is transferring of the experiences, thoughts, knowledge, culture and values which was hereditarily attained to the new generation. It is also purification and filtering the mistakes that happen in the past. This is how development and progress comes out to be more useful and creative for the human kind.

The prevailing social order must be demolished from the base and it must be reconstructed with an objective of peace and justice. The renovated society will be free of sectarianism; will view each other as equals; will give value for rights, justice and righteousness. A society which is based on moral values, tolerance, co-operation, mutual care, love for humanity & respecting each other will be the peculiarities of the society of which we dream of.

The dignity and power of each society lies in the student it nurtures. A vigilant Student Society with constructive thoughts on the prospects of the society and tread ahead in with much needed guided is a real boon to every generation.

Society can't be safe with some professional ethics & without the real life ethics, we can't survive

-Syed Kazim



EVERY DIFFICULT STEPS YOU FACE CAN LEAD YOU TO THE WAY OF SUCCESS.

INDUSTRIAL VISIT 2011

Our industrial visit to Hyderabad was the very first time we witnessed practical experience beyond the four walls of our classroom. This experience made us to understand, how the corporate world works in reality. We visited 4 industries namely AGI Glass PAC, SARWOTTHAM ISPAT, SRI RAM SPINNING MILLS, and PARLE. Each of the industry gave us different experience and inputs. AGI Glass PAC is one of the industry where we saw the multi process of manufacturing glass bottles. AGI Glass PAC has imported German technology for their production.

SARWOTTHAM ISPAT is an steel industry. This industry procured their raw materials from the steel scrap, which is further converted into TMT steels.

SRI RAM spinning Mills is an industry which gave us an understanding about the perfect plant layout and production techniques. SRI RAM spinning Mills has an advanced technology imported from KOREA for their manufacturing.

As we visited one of the India's most sold biscuits-PARLE. It is one of the industries which is the example for multi-manufacturing process. Here, we learnt, how the FMCG company, actually works in all the aspects from production to marketing.

This trip was one of the most experience and knowledgeable to each one of us who visited these industries.

-Taffazzul Hussain

-Navadhini Panickar

SOCIAL OUTREACH PROGRAMME

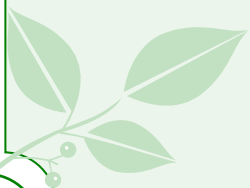
On 20th January 2012, the class of 4th semester BBM 'A' visited 'Home of Hope' as part of the Social outreach programme. It was an opportunity given by God, Almighty to us to know our society better. At Home of Hope, we saw people of different age groups and situations- small children, youngsters, the old, people who are differently abled and those with other sicknesses. We got to spend time with them and share some special moments as well. And in this short span of time, we became their sons, daughters, sisters and brothers.

As Mother Teresa pointed out, "the world today is hungry not only for food, but hungry for love, hungry to be wanted and hungry to be loved". We realized what they lacked was not so much physical comfort instead emotional support and love, a sense of belongingness.

This opportunity of being with them made us think and understand many things and we also thank God for all His blessings- a good life, parents, brothers, sisters, our sweet home and education. We thank Lord Almighty, our beloved Father Principal, Head of Department and Class teachers for giving us this opportunity and also supporting and guiding us to organize this visit. We hope to go and visit our new family soon.

Jissa .A. Varghese

4th sem BBM 'A'



The term 'Outreach' means the act of reaching out or an attempt to provide services beyond conventional limits, as to particular segments of a community.

We the students Of IV Sem BBM(B) had this wonderful opportunity to reach out to the students of [Ashalaya \(Home for Specially privileged Children\)](#). It was one of the most exhilarating experiences we had. Though some of the children there were differently abled and could not communicate with us, they were so humble and generous in giving us love in abundance.

Once they held onto you, they would not let go, that's how much they needed us. The warmth and love we got there was touching and we could not help but feel the same. They opened our eyes and made us believe that we had to face life with whatever challenges come our way and overcome our disabilities and play to our strengths. The journey had changed our lives and made us change our way of thinking towards life. It was one of the best deeds we had done during our three year stay at Kristu Jayanti College. We owe it to our teachers from our department for giving us this enchanting experience.

Sharon Robin

IV Sem BBM 'B'



A SMILE CAN CHANGE EVERYTHING



BBM 'A' BATCH 2009 - 2012



BBM 'B' BATCH 2009 - 2012

