



# Hanthan

**ARMY INSTITUTE OF  
MANAGEMENT & TECHNOLOGY**  
Greater NOIDA



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## Editor's Message



We are back with the third edition of Manthan and I can proudly say that the small step which we took by launching Manthan has now become a big leap.

The third issue is the result of great efforts made by our editorial team and the intellectual approach of our students. We started that task with a faith to make it a base for upcoming students and a stage to project their thoughts about society, economy, religion, technology and their fields.

I gratefully acknowledge the efforts of all those students who have supported by making contribution to the magazine to make it as useful and interesting as possible.

I extend my sincere thanks to Brig.(Dr.) Ashok Pathak, the director of AIMT for providing valuable inputs and guidance.

I also appreciate the aesthetic appeal that is created throughout the pages in myriad forms underlining the untiring efforts of the creators.

I hope the future issue of the magazine will be more useful and interesting and the efforts to provide the students with a platform to project their ideas will continue with greater zest and fervor.

Here's wishing everybody associated with the magazine all the best and hoping that this Manthan will churn out the elixir of creative juices which we all will relish to drink.

Happy Reading!

**Dr. Uma Luthra**

## Magazine's Team

### Faculty

**Dr. Uma Luthra**

### Students Editorial Board

**Pallavi Guleria**

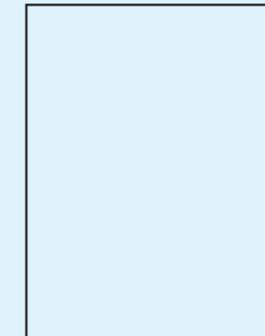
MBA- 09 Batch

**Tapan Sagoch**

MBA-10 Batch



## Director's Message



Manthan has evolved -over the last three years, into a reflection of contemporary management thoughts. To start with the inaugurals edition was just a collection of informal literally pieces placed together by the creative minds of AIMTians. Soon the discourse became more professional. The magazine today reflects creative approach to management issues. The journey so far has been in consonance with our vision. We wish to transform from an institute of knowledge internalization to knowledge creation and then to idea generation. While core values and purpose must remain unchanged. The edifice of our existence is based on strength of character, commitment and contribution to the society. This is what Indian Army is known for and we as an Army Institute engaged in professional studies must reflect these ethos.

As I look at the articles in this edition the canvas is quite wide and captivating. Contributions range from very relevant societal issues to emerging management sectors – soaked more in imagination, at times fantasies. The trend needs to be maintained. Since limiting the boundaries of such a magazine to the rigors of referd research and logic would curb the flight of imagination. This is where our magazine must differ from our journal. Rigors of structured and highly disciplined research – data, analysis, logic, references etc lays down inherent boundaries to thoughts and thinking process. Where as our mind is far superior. It can envision and conceptualize what is generally not visible, corroborated. It goes beyond extrapolations and linkages. We would like to include a fair amount of fiction in the magazine. Since 'fiction' today does have a habit of becoming reality tomorrow. That is what is infinite strength of an idea.

**Brig. (Dr.) Ashok Pathak (Retd)**

## Student Editorial

First off, we wish you a glorious 2014 ! We are ringing in the year with our college magazine “**Manthan**”.

“High achievement always takes place in the framework of high expectation.” We must admit that College Magazine did start in a framework of high expectation. “Manthan” is all about chronicle of the year’s events, functions, activities, articles and various other features.

As you glance through the pages inside you will realize that excellence is exactly what we have tried to follow at Army Institute of Management and Technology.

Last but not the least, I extend my thanks to Prof. Uma Luthra for guiding us throughout the year to bring the college magazine “Manthan” to life again.

Happy reading !!

**Pallavi Guleria**  
MBA-09 Batch

I’m really honoured to be a part of magazine committee, because not only I got a chance to publish my poems but i also got an idea of managing a project. Magazine committee requires time management and dedication which i got a chance to enhance it. It also taught me the importance of writing and the power of words for expressing ones views. I would like to say that i enjoyed working with Prof. Uma mam and Pallavi man.

**Tapan Sagoch**  
MBA-10 Batch

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## Yes, Oh yes... we belong to India...

The holy land of *Siya-Ram*. Where Goddess *Sita's* name is taken before Lord *Ram's*. Where little girls are worshiped every year on the *Navratras* as they are proclaimed to be Goddess figures. Where a brother will do anything to protect his beloved sister. Yet, on the same land, Goddess *Sita* had to go through the *Agnee-Pariksha* to prove her character to *Ram*. Little girls are molested and raped. And when a girl child is born she is thrown in the gutters.

Welcome *ji...* India is a great country, of course we have a few trivial issues like corruption, poverty, health and women's safety. But no no... as long as our women are locked up and covered up with their mouths shut...we have no real problems. Oh, but when the woman goes out, when she dresses the way she likes, when she talks back... oh no no no! We can't stand it. How can a woman talk back to us?

We love women so much that we even named our country a female... India. Oh but *ji...* love and respect are very different things. We love women and we expect them to forever respect us, no matter what we say or do. As long as the woman does what she's told, and is in the palm of our hands and she is in our full control, we have no problems at all. None *ji*. Corruption *aur chori chakari toh hoti rehti hai na*. But at least we keep a check on our women. We tame our women, and we take utmost pride in that.

And what angers us beyond belief is when the woman takes a stand for her own self! *Tauba ji!* How dare she? She has no business to take decisions for her own self! That doesn't even make any sense! And how do we know that our thoughts and actions are completely justified? Because women themselves agree with us and share the same belief! But then there are these odd wretched women who want to "live on their own terms." I mean who do they think they are? Men? Hahaha...What unrealistic expectations they have from life!! Shame *ji...* Shame!

There is no crime bigger than stealing. When you kill someone you steal their life, you steal someone's family or friend. Every crime is a version of theft. But a man can get away for anything... well because, he is a man!

But the definition for crime differs for women. The biggest crime that a woman can commit is having the courage to make her own decisions. Having the courage to live her own life. But then *ji*, that means she is "characterless". A man may steal, a man may molest women, but a "characterless" woman will always be more at fault.

Welcome to India, *ji...*

**SHILPA PATRA**  
MBA-09 Batch

## It's a Man's World.....



## IT'S ME!!

I've always been kind of guy that hide my face,  
so afraid to tell the world what I've got to say..  
But I've this dream right inside of me,  
I'm gonna let it show it's time to let you know..  
This is real this is me, exactly where I'm supposed  
to be now,  
Gonna let the shine on me now I've found who I  
am,  
There's no way to hold it in no more hiding who I  
wanna be,  
IT'S ME!!

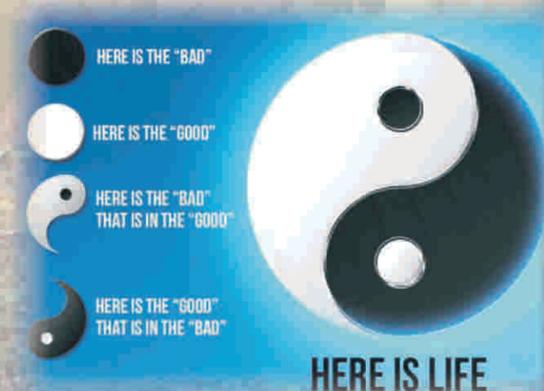
Do you know what it's like to feel so in the dark,  
To dream about life, were you're the shining star..  
Even though it seems like its too far away I've to  
believe in myself  
Its the only way,  
This is real this is me exactly where I'm supposed  
to be now,  
Gonna let the shine on me now I've found who I  
am,  
There's no way to hold it in no more hiding who I  
wanna be,  
IT'S ME!!

**Tapan**  
MBA-10 Batch

## Balance Sheet of Life

**Sonu Kumar Mishra**  
MBA 10 Batch

Our Breath is our opening balance  
Our Death is our Closing balance  
Our Prejudiced view's are our liabilities  
Our creative ideas are assets  
He art is our current assets  
Brain is our fixed deposit  
Soul is our fixed assets  
Thinking is our current account  
Achievements are our Capital  
Character and moral our stock in trade  
Friends are our journal reserves  
Values and behavior are our Goodwill.



HERE IS LIFE

# SUSTAINABILITY Sustainability Policy

**Following** are a list of principles that may help to prepare a sustainability policy for your business or office.

Some are 'must haves'; others are ideals. Supporting each of these statements is a plan of how and when it will be achieved.

We will:

- Run our business with a long-term vision so that it meets the needs of the present, without compromising the abilities of future generations to meet their own needs
- Adopt the highest available environmental & social standards in all countries of our operations
- Adopt a life cycle assessment approach and take responsibility for our products and services from the "cradle-to-grave"
- Assess on a continuous basis the environmental & social impact of all our operations and be efficient with all materials, supplies and energy
- Wherever possible we will re-use or use renewable or recyclable materials and components.
- Minimise waste produced in all parts of the business, and aim for "zero waste" processes.
- Monitor and manage our energy inputs and projects in the same way as our other materials.
- Expect similar environmental standard to our own from all third parties involved with our business - suppliers, retailers or contractors.
- Adopt a GreenFleet programme to reduce the impact our vehicles (staff travel & distribution) has on people's health and that of the planet.
- Encourage employees to get involved in environmental and community action
- Liaise on a regular basis with the local community and encourage staff to become actively involved in community programmes
- Aim to include environmental and social considerations in investment decisions. To help with this there are organisations such as ethical investors who provide advice on ethical investments and related issues.
- Assist in developing solutions to environmental problems, and support the development of environmentally and socially responsible public policy (e.g. Sustainable Development Strategy, Waste Management or Energy Efficiency Strategy)

**Raman Kumar**  
MBA-10 Batch

COMPLETE  
AWARENESS  
MAKES  
YOU  
A  
LEADER

LEADERSHIP

Today, no one is functioning with full potential. That is why we are anonymous. Usually, one notices three patterns in the lives of people. Some lead, others follow, while many quit.

Leaders are those who have self motivation, zeal and dedication. They have the ability to tune in to their inner self, so they can guide and motivate others. Those who follow must have the enthusiasm to comprehend and implement the mission and vision placed before them. They must also work at transforming their own short comings. We see many quitters around us. They have plenty of complaints and grievances; they rarely enjoy life. They flow with worldly currents and lead mechanical lives.

What prevents lives from becoming mechanical? AWARENESS. If we are constantly aware, life is always interesting. We enjoy everything for everything inspires us. Alertness requires efforts and has an element or stress and tension. Awareness is alertness without tension. Then there is always a deep sense of joy and connectivity with divinity.

We should be aware of what we are doing every second. You may feel that this may produce tension. No. We are always aware of our name and family. Awareness is a relaxed and expansive state that eliminates tension. If we are constantly aware, we give cravings no scope to root.

When we fulfil a desire mechanically, the deeper levels of our being are not satisfied and we develop an obsessive craving for that object. Lack of awareness also generates indifference for others, while awareness creates complete connectivity with divinity and all beings. When we are conscious of connectivity, we live in a state of heightened awareness.

The best legacy we can leave behind is awareness and wisdom. The outer world is constantly changing. The cars that are today's status symbols will be the bane of tomorrow. All material things lose their value after a while. Divinity never changes. Awareness of divinity takes us to the only state that is worthwhile.

When we stop imposing conditions on life, we surrender to the divine tempo. Then our life becomes a feast of bliss. We embrace life with open arms. We become natural leaders who inspire and ignite the flame of awareness in every heart.

**Gagandeep Kaur**  
MBA-09 Batch

## Green Marketing

is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

The legal implications of marketing claims call for caution. Misleading or overstated claims can lead to regulatory or civil challenges. In the United States, the Federal Trade Commission provides some guidance on environmental marketing claims. This Commission is expected to do an overall review of this guidance, and the legal standards it contains, in 2011.

The green marketing mix

A model green marketing mix contains four "P's":

- **Product:** A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.
- **Price:** Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.

**Sugham Khosla**  
MBA10 Batch

- **Place:** A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is more easy to be marketed "green" than products imported.
- **Promotion:** A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm's image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

Additional social marketing "P's" that are used in this process are:

- **Publics:** Effective Social Marketing knows its audience, and can appeal to multiple groups of people. "Public" is the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.
- **Partnership:** Most social change issues, including "green" initiatives, are too complex for one person or group to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.
- **Policy:** Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

# GREEN Marketing



**Tushardeep Sinha**  
MBA10 Batch

There are many useful business skills that a new entrepreneur should have. If you're wondering if you have what it takes to be an entrepreneur, take a moment to consider whether or not you have the following skills and characteristics.

**Skill #1: Be a Risk Taker**

You are going to need to be willing to put everything on the line. There is no way to play it safe and yet be successful at the same time.

**Skill #2: Be a Decision Maker**

There are a lot of decisions that you are going to need to make, and these decisions are going to impact your future. Nevertheless, you can't afford to spend too much time thinking about these things. Instead, you must simply make a decision and go for it. Of course, you can always make adjustments along the way, but in order to get going you must first make a judgment call.

**Skill #3: Be a Dreamer and a Visionary**

Have you spent time dreaming about owning your own business? Well, now it is time to stop dreaming, set your goals and make your dream become a reality. However, you must first have a vision. You will need to decide what type of a business you want to own and in what direction you want your business to go. These are important decisions that you must make so that your business doesn't get stuck in a rut. Of course, you are going to find yourself needing to constantly redefine these things as your business grows, but the first step is to create a detailed vision for your business.

**Skill #4: Be Driven**

It is important that you have a stick-to-it attitude. After all, you are not going to want to give up before you reach your goal. While you may fail a few times along the way, you will still need to pick yourself up, dust yourself off and continue to strive for your goal.

**Skill #5: Be Passionate**

Make sure that you really love what you are doing because other people are going to pick up on this. Once they see your passion, they will be more likely to do business with you. If you are not passionate, then you will drive potential customers away instead of attracting them to your company.

**Skill #6: Be Confident**

It is important that you never look as if you don't know what you're doing. You must always be firm and decisive. This type of confidence will help put others at ease.

**Skill #7: Be Energized**

You need to be excited about your business because your energy level, no matter how high or low it is, will rub off on the people around you. Even when things are not going your way, it is still important to keep your spirits up.

**If you possess these characteristics, then you could be a very successful entrepreneur.** Instead of wasting these gifts, make sure that you put them to use when and where you can.

# HR Summit

March 2014 *Hanthan*



# Entrepreneurship Skills



Ramdev gave the details of his assets only partially, saying Net worth of all his assets was around Rs 1,100 crore.

Total capital of all his trusts was Rs 426 crore, with the Divya Yog Mandir Trust alone contributing Rs 249 crore. The total capital of Patanjali Yogpeeth Trust is Rs 164.8 crore and Bharat Swabhiman Trust is Rs 10 crore.

## Now Let's See

Baba Ramdev was born as Ramkrishna Yadav to Ram Nivas Yadav and Gulabo Devi in the Alipur village in Haryana. He had a formal education until 8th standard in school. He then studied Indian scriptures, yoga and Sanskrit in various gurukuls.

Eventually, he became sanyasi, renouncing worldly life & took his present name as Baba Ramdev. While living in Kalva Gurukul in Haryana, he offered free yoga training to villagers for some time. Then he moved to Haridwar, Uttarakhand and spent several years studying ancient Indian scriptures.

The flagship project of Baba Ramdev is Patanjali Yogpeeth. Since its inauguration in 2006, it has been one of the largest centers for research on Yoga and Ayurveda in the world.

## So the question is how a 8th standard school dropout ...made it big.....

1. *If we stop thinking of the poor as victims or as a burden and start recognizing them as resilient and creative entrepreneurs and value-conscious consumers, a whole new world of opportunity will open up.*"

Instead of focusing on the easy pickings by associating with high profile followers such as actors, politicians, and businessmen, he entered a significantly larger market by focusing on the relatively poorer and resource constrained masses. He did not get influenced by the instant success and fame of other contemporary gurus and preachers who focused on the affluent section of the Indian society. Indeed, a newer and bigger world of opportunity opened up for him rather quickly

2. *"What is needed is a better approach to help the poor, an approach that involves partnering with them to innovate and achieve sustainable win-win scenarios where the poor are actively engaged and, at the same time, the companies providing products and services to them are profitable."*

Baba Ramdev constantly utilized his target segment as partners in innovation, marketing, and growth of his organization.

First, he conducts effectiveness studies during his yoga on-the-ground.

He revises his instructions based on the results of such ongoing research.

He has succeeded in simplifying the efforts required to gain maximum benefits from his exercises with enough room for flexibility and ease of involvement for the average follower.

Second, Baba Ramdev has built some powerful partnerships with various prominent TV channels to broadcast his yoga camps worldwide.

During the camps, he routinely asks participants to get up and share their 'pranayam success stories.' Inspirational accounts from regular folks of diabetes being controlled, blood pressure getting normalized etc. have proved to be invaluable marketing assets for him. And best of all, they come at no cost!

3. *"The strength of these innovative approaches, as you will come to appreciate, is that they tend to create opportunities for the poor by offering them choices and encouraging self-esteem."*

He has created a great deal of self-esteem among his followers.

The common attendee in his program feels special, interacts and relates to co-followers who are undergoing similar life struggles and aspirations, and gains immense confidence through perceptible and immediate self-development.

Baba Ramdev's lessons in nation building range from fighting corruption to improving our living conditions and are interjected at strategic points during his yoga instructions.

Baba Ramdev masterfully conveys a sense of pride and possibility among his listeners. Seeing positive health results makes one feel strong and well endowed to instill bigger changes in the community and the country.

More than the actual realism in these sentiments, it is the message of hope and confidence that creates higher self-esteem and a new found sense of empowerment among the common follower.

4. *"The traditional approach to creating the capacity to consume among the poor has been to provide the product or service free of charge. This has the feel of philanthropy. As mentioned previously, charity might feel good, but it rarely solves the problem in a scalable and sustainable fashion."*

Baba Ramdev has cleverly camouflaged what could have been straightforward 'pay-per-service' such as the Art of Living programs.

He charges for attending his camps but only through price discrimination. Those that can pay more have the opportunity to do so by getting better seats right up to the free seats at the back, and of course free viewing at home.

His dynamic revenue management is an interesting adaptation of the pricing model used by airlines worldwide.

5. *"By focusing on the BOP consumers' capacity to consume, private-sector businesses can create a new market. The critical requirement is the ability to invent ways that take into account the variability in the cash flows of BOP consumers that makes it difficult for them to access the traditional market for goods and services oriented toward the top of the pyramid."*

Baba Ramdev has indeed uncovered a latent market.

And has certainly accounted for the variability in cash flows of his consumers. He has utilize the masses sitting in bottom of the pyramid and unlocking immense value for his own projects and aspirations.

By tapping into his follower's resources he is able to secure large collective donations for his gigantic yoga learning retreat

He has effectively factored the variability in cash flows among his followers and is tapping into the more affluent foreign NRI segment at the moment.

It is interesting to note that he delayed his global strategy till the point when his stronghold in the Indian market was unshakable

Exploring under-served markets;

Establishing a presence in the large bottom of the pyramid;

Fostering adoption through awareness, trial, and evidence at a very low cost; Maintaining a sharp focus on one's target segment;

Saving on marketing and innovations costs by utilizing consumers as partners;

And going global after ensuring a strong foothold in the domestic market.

## Finally,

Entrepreneurs must embrace the fact that insights and wisdom abound in all areas and are not restricted by domains and industries.

Since new ideas are the lifeblood of business and success, Welch believes that "The operative assumption today is that someone, somewhere, has a better idea; and the operative compulsion is to find out who has that better idea, learn it, and put it into action - fast."

The not so obvious connect between a yoga guru and a management guru showcases this very powerful weapon that must find a place in the armory of entrepreneurs.

**Neeraj Sharma**

MBA10 Batch

# Economic Crisis

**In 2005-6** the consensus among leading international policy makers, including the finance ministers who make up the governing body of the International Monetary Fund, was that economic and financial crises were a thing of the past. The United States and Europe had evolved beyond the potential for serious instability, and middle-income emerging markets had learned hard lessons from their experience over the previous decades, so their policies would be much more careful going forward. Serious crises, if they occurred at all, would be limited to war-torn, low-income countries.

This view was completely wrong. We are now partway through a full cycle of crises, beginning with the United States (from 2007) and Europe (from 2008 in earnest). It is now the turn of emerging markets to face real problems, including India, a country that experienced great and long overdue success for 20 years.

There are several types of emerging market crisis. One of the more common varieties starts in the following manner. There is a boom, based on natural resources or finding new niches for manufacturing exports or even implementing sensible liberalization measures. The private sector expands and more prominent companies find it increasingly easy to borrow overseas. Dollar (or other foreign currency-denominated) loans become attractive because they carry a lower interest rate than does borrowing in domestic currency.

International investment banks beguile the local elite – the economic and political people who make policy decisions – with stories of how their country and the world has changed, so it makes sense to borrow more. This is not a hard sell. Policy makers want to believe they have found the special elixir of economic growth and, in recent years, to believe they have “decoupled” from the prolonged recessions and slow growth in the United States and Western Europe.

And issuing debt – “increasing leverage,” in the jargon – feels like alchemy during good times. If you put less money down to buy an asset (i.e., less equity and more debt in your purchase) and the asset appreciates in value – then you have made a great return on your equity. But you are almost certainly not thinking about risk-adjusted returns, i.e., what happens when asset prices fall. Less equity means the value of your debt will exceed the value of your asset that much sooner.

Put all this together, and you have a classic recipe for vulnerability. Capital inflows (borrowing overseas plus foreigners coming into the local stock market) tend to keep the exchange rate more appreciated than it would be otherwise. This encourages imports and discourages exports, so it is easy to develop a current account deficit (meaning that the country buys more goods and services from the rest of the world than it sells).

This is sustainable as long as the capital continues to flow in – particularly as long as companies can issue debt in dollars. But as John C. Bluedorn, Rupa Duttagupta, Jaime Guajardo and Petia Topalova of the I.M.F. point out in a new working paper, “Capital Flows Are Fickle: Anytime, Anywhere,” at least since 1980 “private capital flows are typically volatile for all countries, advanced or emerging, across all points in time.”

No one is immune from the fickle nature of credit in the world economy. International banks love countries until about five minutes before they start trashing them to clients – for example, because they feel (as now) that growth in China and other emerging markets is definitely slowing.

Shifts in sentiment are unavoidable. The question is: how leveraged are you when this happens and how much debt do you need to refinance while markets are feeling negative about your prospects?

While the generic description above is a helpful framework, the Indian situation has important special features, as Devesh Kapur of the University of Pennsylvania and Arvind Subramanian, my colleague at the Peterson Institute for International Economics, have stressed. In particular, policy makers have not made the mistake of trying to cling to a fixed exchange rate (i.e., there is no explicit commitment to peg the rupee to a precise rate relative to the dollar).

As a result, the rupee is able to depreciate without too much drama, and this by itself should, over time, help to reduce imports and increase exports. India’s foreign debts are mostly private, and the government’s fiscal position, while not strong, is also not as weak as seen in Latin America in the 1980s or some European countries

more recently.

(To be precise: there is a large annual budget deficit – the headline number is around 9 percent of gross domestic product – but recent growth and a significant degree of inflation mean that debt relative to G.D.P. is projected to be around 66 percent by the end of 2013. This is gross debt, as reported in the I.M.F.’s latest Fiscal Monitor; the I.M.F. does not compile data on net government debt.)

Indian foreign exchange reserves remain at relatively strong levels, at least in comparison with past crisis experiences elsewhere.

This is not to play down the pressures. The effect of exchange rate depreciation is to push up domestic inflation, in part because much of India’s oil is imported (and world oil prices are in dollars, so depreciation immediately pushes up the domestic price in rupees).

Weakening confidence in the Indian economy has been compounded by some policy confusion in recent months, which has further encouraged domestic residents to move funds out of the country. But the central bank’s signaling of its intentions is likely to become clearer, with some tightening of policy, including modest interest rate increases, following the appointment of Raghuram Rajan as the new central bank governor. (I worked for Mr. Rajan in 2004-5, when he was chief economist at the I.M.F., and I was his successor in that position.)

Still, there is political pressure to keep the economy growing ahead of elections in early 2014, so we should not expect fiscal policy to tighten. And if the Federal Reserve does indeed tighten monetary policy in the United States – currently referred to as “tapering” its purchase of bonds – that will tend to push up interest rates and is likely to attract more capital out of emerging markets.

The Fed’s mandate is, by law and by convention, to worry about the United States economy, although officials in Washington are willing to provide outside assistance when things get sufficiently bad (e.g., the dollar funding provided to European banks, directly and indirectly, in the darkest days of 2008-9).

Terrence Checki of the Federal Reserve Bank of New York got it half right when he said recently, “Fundamentals are fundamental,” and “experience suggests that one cannot overstate the importance of sound economic management, strong fiscal positions, credible proactive monetary policy and rigorous financial-sector oversight.”

He was talking about the American perspective on what emerging markets need to do – and the trajectory that countries like India must convince foreign investors they are on.

Of course, Mr. Checki was not talking about the United States, where economic management is shaky, the fiscal position is weak (and another budget crisis looms in October), and monetary policy has struggled to keep up with dealing with the consequences of failed financial-sector oversight (an unfortunate development in recent decades, for which the New York Fed shares responsibility).

When the United States faces a serious crisis, as in fall 2008, the world becomes unstable and capital flows into the United States, because the dollar is the ultimate reserve currency.

When a country like India faces crisis, for domestic reasons but also perhaps because of what is happening in the United States, capital tends to flow out of that country and toward safe havens (like the United States).

You can wring your hands about this system as much as you like – and central bankers around the world have been complaining even more than usual in recent weeks. But this is the way the world works, and this is how it will work for the foreseeable future.

The message is borrower beware, always. As the United States heads toward its next crazy confrontation over the federal government’s debt ceiling, heavily indebted emerging markets face serious risks.

**Ashish Bhandari**

MBA-10 Batch

**BANKING  
SERVICE  
MONEY  
PROFITS**

# 10 Financial Innovations That Make Your Life Easier

**More perks:** Simple's user experience focuses on a consumer-friendly design philosophy that permeates the super-clean website and an intuitive mobile banking app that features natural language querying and a Safe-to-Spend balance view.

**Downside:** Simple isn't a bank itself; it's backed by bank partners that hold your information-insured money while Simple provides the online interface, service, tools and customer support.

- **For paying bills in a cinch (and saving the world).** End paper statements, paying via unsecure mail, losing bills amid junk mail, and forgetting due dates. The free service automatically collects and organizes bills, from credit cards to utility bills to student loans, for you to easily track your accounts in one place.

**More perks:** These websites acts as a digital file cabinet, safely and securely storing digital copies of your bills over time so you can stop piling mountains of paper statements everywhere. Plus, text, email alerts and a Smartphone app help you stay on top of due dates.

**Downside:** You can't pay your bills directly from your account but, you are redirected to your bill provider's website to pay.

- **For the easiest expense reports ever.** Streamline expense reports so you never miss a reimbursement opportunity while spending and traveling for business. Expensify, which has both a website and a smartphone app, allows you to import transactions from bank accounts and credit cards to an easy-to-use expense report.

**More perks:** Expensify's free Smartphone app takes pictures of receipts and keeps digital records online so you can track spending on-the-go without ever worrying about lost receipts.

**Downside:** You can sign up for a free account with basic features, but will need to pay for the premium service if you want advanced features or company-wide access.

- **For smarter, travel-friendly spending.** If you travel abroad or simply want to get your hands on the next generation of credit cards. One of the first "smart

Put the checkbook down and step away from that Excel sheet.

A host of new financial services and applications, many taking advantage of mobile capabilities and social media trends, will make financial management the easiest thing you do this year.

Even consumers who don't consider themselves money-savvy may be seduced by the eye-catching simplicity, undeniable usefulness, or fun gamification elements of these innovations. Plus, you stand to save money, better your financial profile, and make your life easier without ever having to learn how to balance a checkbook (thank goodness).

Once you take a stab at these financial innovations, you'll wonder how you ever got along without them. So get a grip on your spending, budgeting and more with these ten indispensable tools.

- **For tracking your credit effortlessly.** Never checked your credit report manually before? Automate your way to better credit health with Free Credit Monitoring. The service helps you keep track of what's happening with your credit health by scanning your credit report daily and sending you an email if a significant change is detected.

**More perks:** Similar credit monitoring services cost upwards for a year, while some are free, along with free access to your credit score. Also, credit monitoring helps protect against identity theft and fraud by detecting red flags as quickly as possible.

**Downside:** The service alerts you to changes in your credit; however, you still have to do the legwork to dispute any errors or signs of fraud.

- **For worry-free, hassle-free banking.** Online banks are nothing new, however Simple (previously known as BankSimple) generated buzz nearly two years before its 2011 launch with an appealing promise: get rid of everything customers hate about banking. That includes surprise fees and hard-to-navigate websites.

cards" on the market is in the U.S. with dual interface that features both traditional magnetic strip and EMV chip technology, which is becoming the main credit payment format accepted in Europe.

**More perks:** EMV chip technology is not just widely accepted abroad; it's more secure than magnetic strip credit cards and features better built-in protections against theft and identity fraud.

**Downside:** While traveling in Europe is easier with an EMV chip credit card, most American merchants don't have the terminals to support the technology... yet. Luckily, they supports both formats so you can shop here and abroad without a hitch.

- **For better budget-tracking anywhere and anytime.** The Adaptu Wallet for iPhone is the most comprehensive mobile wallet yet. It allows you to monitor your accounts and spending in real time (like the popular Mint.com app), track your loyalty programs, and also lets you snap a picture to digitally store important info from your wallet such as your insurance, social security, ID and business cards.

**More perks:** The Adaptu Wallet gives you spending forecasts by assessing your past spending behavior and income, which can help you make smarter spending decisions at the point of purchase. And with bank-level security and no data stored on your phone, the app is actually more secure than your physical wallet.

**Downside:** Only available for iPhone, and while it's a free app for now.

- **For transferring money as easily as Tweeting.** No credit? No problem. Many service provider like Paytm provides a cash-based payment alternative that allows you to transfer money through Twitter, Facebook, SMS text and more. After linking your bank account to your Paytm account, send money back and forth to Paytm members via social networks and also send cash payments to retailers through your mobile phone. If you're skeptical about using social networks to transfer money.

**More perks:** Besides transferring money in the easiest and most widely-accessible way yet (who doesn't have a Facebook?).

**Downside:** It's free. But relatively speaking, that's far less per transaction than credit card fees, wire transfers and even Paypal.

- **For video game-like fun while saving money.** LevelUp combines location-based daily deals and gamification elements in point-of-purchase spending. How does that work exactly? The smartphone app allows you to access unique loyalty rewards programs when you buy at certain merchants, and the more you use the app, the more you can "level up" for better deals and new rewards.

**More perks:** This is a great digital alternative to carrying around dozens of those "Buy 10 get 1 free" loyalty cards. It's also another mobile payment alternative, because you can link your credit or debit card accounts to your LevelUp account and pay at merchants by scanning the app.

**Downside:** Not available at all merchants; there are currently hundreds of participating businesses at many major U.S. cities.

- **For a no-brainer debt payment plan.** Ditch the calculator and make a realistic plan to end your debt-related stress. Ready For Zero is a free service that aggregates and tracks all of your debts and creates a personalized plan for repayment to get you out of debt as quickly as possible.

**More Perks:** You can easily simulate and play with the monthly payment amounts to see the effect it will have on your debt levels (hopefully it will encourage you to pay off your debts even faster). Plus, Ready For Zero's so-called psychological tricks, like putting stickers on your credit cards' strips and card numbers, can help you stay on track to being debt-free.

**Downside:** Ready For Zero may show you some offers or ads from their partners based on your particular debt data.

- **For online commerce on your terms.** Zaarly is about to take the online commerce game where Amazon, eBay and Craigslist hasn't gone before. With Zaarly, you post what you want to buy (product, service or errand), how much you are willing to pay for it, and even how far you're willing to travel for it. Sit back as people submit bids, and voila, you potentially get the thing you want at the price you want. It's instant mobile, localized commerce that you can also take on the go with the Zaarly smart phone app.

**More perks:** Instead of being a buyer, this is a great way to earn extra cash too. Peruse the requests for products and services people are looking to pay for, and see if anything is a good match.

**Downside:** Currently available in 200 cities nationwide and growing.

While these financial tools help streamline your money management, remember that you still must be proactive about your finances. As with anything that deals with your finances, carefully read the details on each of these innovations so you understand the terms of service and what you're getting yourself into.

Now let online and mobile technology give you a helping hand in wrangling your finances, and take this opportunity to make your financial best ever.

**Dinesh Thapa**  
MBA-10 Batch

# Life @ AIMA



# PULSE FINANCE

## “The Pulse of a Company”

Pallavi Guleria  
MBA 09 Batch

It takes a lot to determine whether your ladder to success is leaning against the right wall or not. I realized after much discussion, with various experts in the field, that a course in management could be a vital starting point for me.

Starting from my school days and continuing till date, I've been aiming towards being a successful woman in the corporate world. Even though I'm still an postgraduate student, each day I'm preparing myself to work in an ever changing international environment where advanced technology and multicultural situations play an increasingly important role in the daily activities of big companies.

As part of our course work, we have to take up a mandatory internship. I pursued mine at HDFC Bank. Here I learned about the 'working capital' concept of the firm. In the latter part of my internship in 'dimension data', I gained experience in analyzing the audit as well as accounting reports of the firm. This intellectual stimulus, I received during my internship, has encouraged me to be part of the bigger decision processes that shape the future.

I've always thought of finance as the pulse of any company. The field offers great opportunities with the right acumen. The scope of the subject includes handling the funds of the company, planning mergers and acquisitions as well as planning future investments. There are openings as a treasurer where the person is in charge of supervision of the company's revenues as well as raising funds, asset management and cash management. The skills that are required to succeed in this field possess strong analytical skills as well as the ability to motivate people.

In the future, I look forward to working with a financial giant which gives me a hands-on experience, and allows an inclusive approach to the subjects I am studying. I hope to get an opportunity to not only implement, but also create new ideas for the industry. That is where my passion lies and that's exactly what the subject of finance is for me.

March 2014 *Flanthen*

# HOSTEL THE ROLLER COASTER

Hostel is a place totally different from home. If you've never stayed at a hostel, I'm sure you would definitely like to know what you can expect during your "Hostel Life" experience.

**Bonding with roomies, no mom or dad around to pamper, birthday bashes, 2 A.M Maggi , life in a hostel can be a life changing experience.**

Crazy incidents and wild experiences are another thing that comes as a guaranteed package along with hostel life. The hostel appeals to every youngster because it offers the one thing that we want most – space.

In a new place, new environment, among new people, in a new life, in a hostel, we are free to go about exploring many arenas that we have earlier not dared to explore. Who does not need newness in life? We all do. Stepping out of the house and living a totally different life in a hostel is one of the best ways to bring this never ending necessity of every human's life, newness. Life changes absolutely, there is everything new, from the end of dependence, to old friends, to old lifestyle, to living with a family and familiar people.

We all live in our sheltered lives, with our family, but the moment we move out and have to live among new people, however introvert or pampered we have been, we have to go out and make friends. Living in a hostel is impossible, when we don't interact and get along with others and trust me, that really is fun.

We are the sole in charge of everything from our food, to waking up on time, to washing our clothes, going out, time management, money management, and other necessary things of life. This independence in turn teaches us a lot. Independence has a major role in making us better people.

Gradually we start believing that our hostel friends indeed become kind of family, we eat together, we take naps together, fight, laugh, cry, and do absolutely nothing together until we can't remember how we ever lived our life without them in the first place.

**HOSTEL is the emotional roller coaster of life.**

Aru Bharti  
MBA-09

# Knowledge Management

A true balance between work and life comes with knowing that your life activities are integrated not separated. There is no such thing as work-life balance. Everything worth fighting for unbalances your life, for many people life balance equates simply to personal happiness. For others life balance is far more complex. Life balance also depends on your situation - and your age or life stage. Life balance is expressed in many different ways. If you want to consider what your own life balance means and what it depends on, look at the words in the grid below. Life changes around us, but we change too, and often we don't realise this. We certainly don't naturally see this happening in other people, but it does. So it's important to step back and to realise how and why we change.

Objectivity is vital in understanding an handling any situation, especially our own life balance. Knowing yourself is vital both for understanding what factors most affect your life balance and happiness, and also for finding a satisfying purpose in life. People commonly suppress their natural preferences and personality. Perhaps because of pressure from parents or school, or from society, many people go through life doing work that they hate, and denying them the opportunity to develop their true talents and strengths and passions. At times we can find ourselves behaving in a way which is not natural to our real self.

Life balance is a personal thing. It must be what works for you - not what works for someone else, or something which someone else decides. However life itself can have a big influence on our choices about life balance. It's easy to get into habits and routines, whether work-related or not. We often do not question them. They become unconscious behaviours because they are easy. Our brains prefer to take the easiest options. Habits are comfortable - even habitual unhappy work - and these habits become increasingly embedded into our ways of living and working.

**Rahul Pandey**  
MBA-10

**“Never take both hands off the pump. As an entrepreneur, you need to be on constant lookout for opportunity, and that will involve risk. But you minimize those risks by keeping one hand on the pump that is producing for you.”**

Managers who are confident that their organizational policies and controls can handle—and even benefit from—openness about risk are more likely to share the kinds of information that signal risk events and allow the institution to resolve emerging issues long before they become crises. This means they spot a risk issue developing and mobilize the organization to analyze and remedy it—at the board level if needed, and often within a few working days. In one situation, a division of an energy-services company was operating a contract in an emerging country in which it had not previously worked. There, the division discovered employment practices among subcontractors that ran counter to its own policies and practices. The operating leadership swiftly escalated the issue to the company's global management board to decide whether specific contractors were acceptable. It was able to reallocate project tasks among contractors, manage timeline slippage and the budget, and consequently reduce the company's employment-practices risk and safeguard project returns.

Companies with a culture that discourages such discussions—as well as those in which overconfidence leads to denial—are prone to ignoring or failing to recognize risks. In some cases, employees fear telling the boss bad news because they worry about the financial downside of slowing commercial progress, they know the boss doesn't want to hear it, or they fear being blamed. As a result, they alert managers to risks only when further delay is impossible.

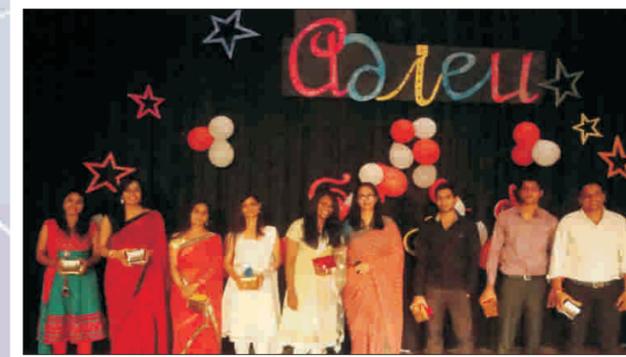
In other cases, companies promote practices that unintentionally reduce transparency regarding risk. For example, at one global pharmaceutical company, the culture thrives on competitive teams. Competitiveness is so strong that product-development teams use subtly different risk classifications so that their respective projects can't be directly compared. To the teams, it can feel like good management to deal with issues close to home rather than raise them to higher levels— especially since revealing their true risks might place them at a disadvantage in the next planning round. For the company, though, this practice has obscured risks

that were identified by one unit but went unnoticed by others, which continued to make errors that had been resolved elsewhere.

In the best culture activities seek information about and insight into risk by making it everyone's responsibility to flag potential issues. For example, managers at one global oil-exploration company explicitly begin every meeting and interaction with a discussion about safety. Participants know they must be able to make an observation or raise a concern if called on randomly, which keeps them on the lookout for safety issues at all times. Most of the issues they raise are minor and easily addressed. But bigger questions often lead to longer conversations and inquiries from leadership, which clarify the problem and identify by name those responsible for resolving

## ENCOURAGING TRANSPARENCY TO MANAGE RISK

**Sunil Kumar Dasila**  
MBA-10 Batch



# THE BEGINNING

## MBA-10

### (THE DECADE BATCH)

Orientation as we all know its introductory instruction concerning a new situation.

Just like our graduation time nothing was same here because most of us didn't even attended the first day of our graduation and I am also one of those. It was our first day in Army Institute of Management & Technology, I can write with proud that in our institute. There were hundred plus admissions and the strength of students present on the very first day in college was also hundred plus. Meaning simple – it was not some ordinary institute and the thing which makes it extraordinary is Indian Army.

Sharp 0900 hours we all were sited in seminar hall as instructed and the orientation week was about to start. With the expectation that someone will come in next few minutes to address us, we all were waiting for that moment and while waiting we were trying to look at each other faces and collecting thoughts about everyone.

Every face was different but something was common in those faces like- some were confused like what has happened to them, some were surprised, some were sad and at the same time some were happy.

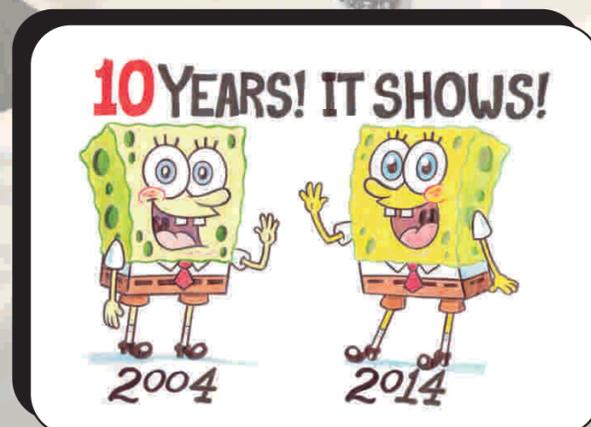
For a student the seminar hall was not less than a big cinema hall with the capacity of more than 250 people well equipped with all the modern facilities, difference is in cinema hall we watch and then forget but in our seminar hall we learn a lot and each and every minute is worth. In AIMT from orientation week only we got to know that there is nothing more interesting and entertaining than learning something new every day in this world.

There were some sofas and table in seminar hall and also few glasses of water, some of us were counting those glasses and trying to assume that how many numbers of professors are going to come and sit.

The orientation week was really very nice, amazing and full of motivation with so many guest lectures by the experts of industries, writers and so many big personalities.

Thanks to AIMT and we are proud that we got a chance to call ourselves part of it.

At the end but not the least special thanks to our Father/Mother who really worked hard to make us eligible for this renowned institute. We are proud to be the part of defense family.



**Krishna Kumar Vijay**  
MBA-10 Batch

# Wheels fail to establish

## Corporate - Company- Customer (CCC) chain

### A logistic vehicle departs

from Mumbai towards Kolkata, when it enters Chhattisgarh; it faces a new set of excise norms with very often changing private terms and conditions. While preparing the documents and meeting the requirements of that state, the truck gets stuck for the entire day. The same problem it faces while entering another state of Odisha and while entering West Bengal the destination state, the taxation norms completely vary from the earlier past states. The truck which was supposed to reach Kolkata in 12 days, it takes 20 days.

This is a common scenario confronted by most of manufacturers and distributors across the country. The practice of multiple taxation system in various states has put a dramatic spotty impact on the supply chain as transporting it to interiors becomes a headache. This is a serious problem as far as the Value Chain commitment is concerned to brush-up healthy corporate- company-customer (CCC) relationship.

### The Barriers:

When trucks cross the borders of a state, officials ask to file online documentation. Then the same truck enters another state, the officials come up with different norms and duties. The necessity here arises is that logistics need appropriate information about each state which consumes undue time and many a times the goods fail to reach in a scheduled time or the deadline. It has been experiences that it takes a day or two at every check post to complete the state specific documentation which can be witnessed at the state border check posts the long loaded trucks stuck with the operators waiting under the shade of the truck chassis.

Every state has its own taxation norms, in some states the taxation is very high and in some states it is very low. However, the country has a uniform Maximum Retail Price (MRP) system. In such circumstances, managing the MRP becomes a strategically tough task. So, in maintaining the MRP, manufacturing companies decides the MRP as per the state where the taxation is very high and the product is sold in the same price in a state where the taxation is low. In that case, the consumers have to pay more than the actual. On the ill side of this issue, the multiplicity in taxation system makes a way for a parallel channel, especially in many border areas of the states which is the smuggling of goods from the states where the taxation is low to the states where taxation is very high.

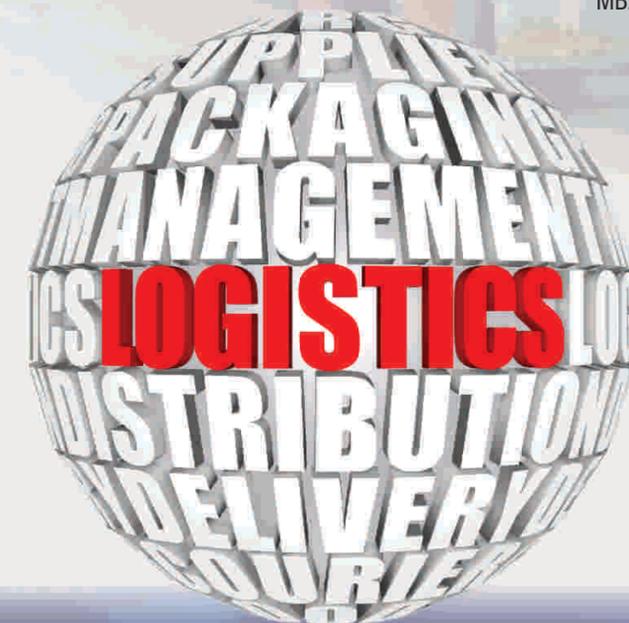
### The NEED of the Hour:

The uniformity of taxation system and making easy the documentation process in the check posts can be an effective solution to these hassles. This will definitely ease the operations of the supply chain system in the country and finally consumers may not bear the extra burden.

The central as well as the state governments need to come out with a uniform Goods & Services Tax with a consensus with forgetting all political differences.

To conclude, it becomes a unanimous responsibility of the central government to stabilize the taxation problem by implementing a uniform tax structure to be followed by all states. In a developing country like India, if such vivid and practical measures are not taken, then we cannot imagine it to be a progressive nation.

**KULDIP SINGH**  
MBA 09 Batch



# "Sin" u "ous" Life

I have always been attracted towards such an artistic way of titling an article and feel very fortuitous to use it. The idea of penning down the article came when I was desperately trying to fall into slumber but was not able to and as a repercussion I thought of making a productive use of the anti-sleep insect by putting my thought into words. Being a marketing student and human being exposed to so many advertisement around me I very firmly believe in the title of something and let me make an honest attempt to express the idea behind the title. "Sinuous" means complicated. One thing to which unanimous nod can be garnered is that life involves people who are very unpredictable, erratic, gentle, cunning, intelligent, belligerent, dovish and I won't get exhausted in using the army of adjectives to describe the human demeanour. Life is about experimenting, no one can learn without putting himself in to the experiment and that's were the first three words of the title originates "Sin". In an effort to learn we often gamble with our life and gambling is a sin if you try to get something solely on the basis of your so called luck. Sin is not in the gambling but it rests in not believing in you, capitulating in front of hard work and impatience. Although a very difficult task but still it's very important to let the greed of life go away. **I believe "Greed is Weed"** because anything with the base as the greed will only amount to a drug like weeds that will eventually kill your dignity. How can a person live when he is not able to see the truth in himself? We often say that mirror reflects your true image but I disagree with the statement. Mirror reflects right as left and vice versa but still we believe in what it shows. Are we not getting embroiled in the virtual world within the real world? The problem lies in expecting early even before realising what has happened there is a saying in the holy book of Gita "**karam kar fal ki ikcha mat kar**". But it is very difficult to follow it especially in this world of Aspiration, Competition, Affection, and Dejection. Peace lies in stymieing yourself for a moment and think for a while where am I heading. I know this is Red Ocean where sharks are waiting to masticate you but the moment you start believing in yourself you will not be bothered by those sharks and sea giants. A leading life insurance company don't want to name that co. so as to avoid the legal complications came out with a very contemplative tag line "Lets Uncomplicate" and this is what we need to do. It is the fusion of u-i.e. I, ous-i.e. we and the sin i.e. blunders that we do which makes our life justify the facebook relationship status it's complicated. As the article says life is complicated so is the content of it.

**Harjinder Sandhu**  
MBA-09 Batch

## Memories of You

Within my book of memories  
are special thoughts of you  
and all the evidence of glorious things  
which, because of you, came true.

As I turn back the pages of memories  
and recall each single thought,  
I realize the happiness and pleasure  
that knowing you has brought.

There are memories of the times  
we've shared both bright and gloomy days  
there are memories of your kindness  
and your friendly, thoughtful ways.

There are memories of your laughter,  
your cheery smile  
that added a bright note to each of us  
and made life more worthwhile.

There are memories of the things  
we planned each friendly little chat,  
when we would get together  
and just talk of this and that.

And when I recall these memories  
as I move along life's way  
they grow more precious and blessed  
with every passing day.

**Maininder Kaur Grewal**  
MBA-09 Batch

# बचपन

धूल में गुलाटी खाकर खिलखिलाकर हँसता तो सिर्फ बचपन होता है,  
काले गोरे, सुन्दर बदसूरत के पैमानों से जुदा तो सिर्फ बचपन होता है,  
अमीरी गरीबी दोनों में एक जैसा खुश होने वाला तो सिर्फ बचपन होता है,  
चांदी और सोने के सिक्कों से ज्यादा खिलौनों को चाहने वाला तो सिर्फ बचपन होता है,  
हर चोट पे रोना और फिर माँ के आँचल में आते ही चुप तो सिर्फ बचपन ही होता है,  
ए. सी कमरों से ज्यादा खेल के मैदान में धूप और गर्मी चाहता तो सिर्फ बचपन होता है,  
सारे बन्धनों से जुदा तो सिर्फ बचपन होता है,  
इंसान सही मायने में इंसान तब होता है जब बचपन होता है,

**Rahul Pandey**  
MBA-10 Batch



# Living on a Cemetery of Dreams...

Life is an unflinching race; of thoughts, successes, failures, broken bonds, unbroken bonds, good deeds, bad deeds and this indeed is an unceasing race. We don't want to see ourselves 'not wining' and we keep running, unconsciously hoping to be winged and waiting for those wings to elevate us. But how many of us actually stop for a while to probe the mere reason of our being in the race? I am sure many of us did, do or want to do that; some get an answer and some don't. Even I did not get a "Soul-call" so I thought I should be getting back to running but I could not. The answer of my being in the race is still a question mark but I did find myself running in the cemetery of my own Dreams. Because when I stopped I saw a dozen catacombs of the little dreams I someday dreamt.....

Dreams that were not meant to make my nights exciting but dreams that took my sleep away for days - they lay dead and unfulfilled. And that made me cease my own race because I have to bring those unfulfilled dreams back to life.

"THERE CAN BE NO FAILURE UNTIL I SURRENDER TO FAIL", just when I thought I am beyond broken to dream again, 'some force' has made me fall in love with the word 'failure' now. And I acknowledge these graves and accept that they were not meant to be dug.

We shed countless tears, refrain ourselves from dreaming again but a day comes when we realize that the mere ground beneath us is a cemetery of dreams - millions of them!!

So now I know, where my feet are, and before I wing myself, I endeavor to become my own God and extricate these dreams from the dead.....'my own God' as I am still too stubborn to give a name to that 'force'!! :)

**Pallavi Guleria**  
MBA-09 Batch



# Summer Internships

With the second semester drawing towards its end, I am sure the junior batch would be fully geared up to kick start their much awaited and talked about “Summer Internship”.

Summer Internship is indeed a very integral part of your MBA learning as it is the very first exposure to the corporate world. It gives you the first hand experience on what you had been learning in your classrooms.

So, to give you an insight of what a Summer Internship is all about, I Pallavi Guleria interviewed two of my batch mates Tanya Tripathi and Shilpa Patra from MBA-09.

So, Lets see what they have to say..

## *Where did you do your internship from?*

I interned with Ogilvy & Mather, New Delhi. It is an Advertising Agency under WPP Group. They were awarded Network of the Year 2013 and bagged over 37 Golds in the Canne’s Festival of Creativity in 2013.

## *What was the most important skill or insight you gained from your work this summer?*

Ogilvy was my first corporate exposure and over the summer I learnt a lot.

The most important thing I learnt is the importance of deadlines and it is fascinating how passionately people viewed their work at O & M and always worked with sharp deadlines.

## *Describe a typical work day at Ogilvy.*

I got the opportunity to intern in the Client Servicing Department at O & M and the Client I got to work with is KFC.

So, the role of Client Servicing is basically all about communicating the Client requirements to the creative’s and then getting the work done from the studio and making sure it meets the Client requirements.

KFC is all about operations – Client requirements could include anything from facades, menu boards, desert counters, standees, tray liners, zinger wrappers, zinger boxes etc. Apart from this, I was also required to get dummies made for Client meetings, mind mapping sessions with the Creative’s and the KFC team and conducting a competitive analysis for KFC by analyzing the TV Commercials, Radio Commercials and Print Media in the fast food sector.

## *What advice would you like to give to your juniors regarding summer internships?*

Since most of us are fresher’s, it is really important where you intern from. Be sincere and learn and grasp everything you can in those two months. MBA 10 is a very hard working batch and there is no reason why you shouldn’t intern with your dream company. Good Luck!

**Shilpa Patra**  
MBA-09 Batch



## *Where did you do your internship from?*

I did my internship from Marsh India Insurance Brokers , a premier global professional services firm which provides solutions in risk, strategy and human capital. It serves 85% of the Fortune 500 companies and over half of the FTSE 100. Since my Major is HR , I worked with the HR Team in the corporate office of the company in Mumbai. Considering the high attrition rate in the BFSI Sector, my project title was “Benchmarking of the Retention Practices”.

## *Describe a typical work day at Marsh?*

Since I was interning from Mumbai, the most compelling feature of the day was the local train experience. But on reaching the office, I used to forget all the hassle I managed to reach. At the work place, I met a hundred people, bright, young and dynamic. My day at Marsh started with a cup of coffee and then I was all set and charged to start working on my project and on the other assignments given to me. I attended various webinars, Townhalls and weekly HR meets that made my learning experience all the more interesting.

## *What was the most important skill or insight you gained from your work this summer?*

My summer internship was my first formal exposure to the Corporate World. It offered me the important opportunity to work closely with professionals in my field, and helped me to develop my knowledge, competencies, and experience related directly to my career goals. It also provided me to interact with the HR Heads of various reputed companies during my primary data collection which in turn enriched my knowledge bank. I am indeed very thankful to my industry mentors Mrs Kadambani Joshi and Mrs Shilpa Srivastava , who were very patient with me and under them I learned the various facets of the Human Resources Management. (Guess I am always lucky, when it comes to mentors.)

## *What advice would you give to our juniors for their Summer Internship?*

Your Summer Internship is an important Career Stepping Stone. I am sure by now you all must have started looking for your internships. It would give you an experience of the industry you plan to pursue and apply new knowledge and approaches learned during the First Year. Your internship would also lead you to new contacts, mentors, and references, which would be helpful during your Final Placements. Work super hard and complete your research project with sincerity and dedication. Keep your plan in place and work hard towards your goal. Live life, King Size!!

**Tanya Tripathi**  
MBA-09

# Dreams: Never Give Up

**AJAY JAMWAL**  
MBA-09 Batch

We've all got dreams  
No matter what shape or form  
Big or small  
Impossible or Possible  
There's one thing  
We keep to mind  
Never give up

Others may say it can't be done  
Too crazy to accomplish  
An impossible task  
But when we got our minds set  
On the goal in our heads

We can do anything  
As long as we keep going  
Never giving in  
Never giving up  
Until we reach the finish line

Even if it's out of reach  
Constant as a star  
So close yet so far  
We get ever so closer  
To the star up in the sky  
As we keep climbing up  
The ladder of dreams  
To make them come true

As long as we work hard  
Keep reaching for our dreams  
Keep believing we can do it  
Not giving up  
We can make dreams come true

So whenever you feel  
That it's impossible  
Your back up against the wall  
About to wave the white flag  
You got to remember  
You got to look deep down

As long as you believe in yourself  
Keep your dreams in mind  
See the light at the end of the tunnel  
Not giving into defeat  
Never giving up

You can do it  
Make your dreams a reality  
Spread your wings and fly  
Let your star shine bright  
As long as you don't give up

For without dreams  
There is no purpose  
Without goals  
We have nothing to prove

So if you got a dream  
Big or small  
Impossible or possible  
Don't let others break ya down  
Don't listen to them  
If they say it's impossible  
You say it's possible

Its your dream  
Your own goals  
As long as you work hard  
Putting all your effort to you  
You can make you dream come true  
Don't give up you can do it  
Never give up on your dreams  
Never give up

We've all got dreams  
No matter what shape or form  
Big or small  
Impossible or Possible  
There's one thing  
We keep to mind  
Never give up

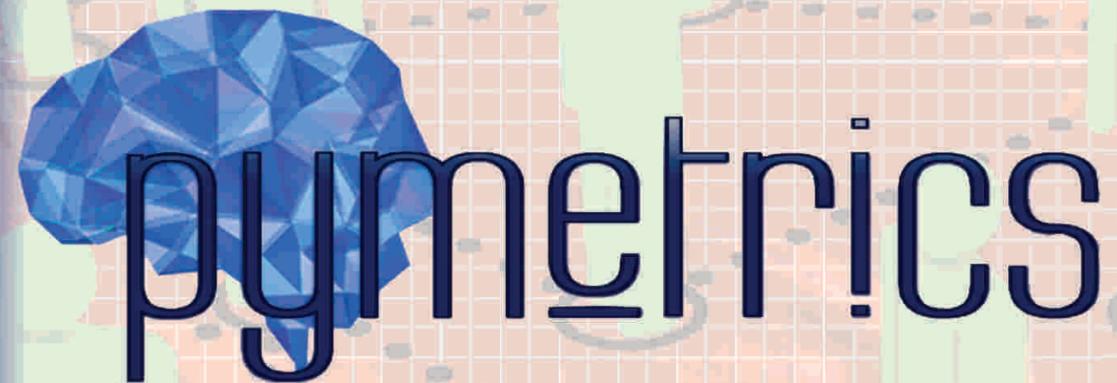
# GOLDEN RULE FOR BETTERMENT OF LIFE

Following are the golden lines to be remembered for living a better life:

- The day door was closed the echo's fills your soul, it wouldn't take to the place you want to go just trust your heart to find why you are here for open another door, I'm not sure any more just trust your heart.
- Never give up on life no matter how hard and complicated it goes, no matter your close ones stop believing in you, all you at least need is to give your best shot and rest leave it on destiny.
- Keep your friends closer because they are those special part of your life who will through you in the pit and then jump into it to save you. They will always be there to guide you in every phase of your life no matter what and where you are.
- Whenever you are lost and are not self motivated then have a word with your parents there care will give the strength you need for accomplishing your life goals.
- Don't be scared of your past learn from it and improve your future.
- Always remember whenever you are going through dark phase, hold on your bright phase is about to start.

**Tapan Sagoch**  
MBA -10 Batch





## HR Enters a New IT-Driven Phase

Human resources is joining a long list of corporate functions—sales, finance and marketing, to name a few—that have been transformed by new technologies such as analytics and automation. That might sound scary, but the founder of Pymetrics, a startup that uses neuroscience to assess the characteristics of job applicants, says technology can democratize the hiring process. “It allows potential clients the ability to assess raw talent for the job rather than relying on resume proxies,” such as where someone went to school, co-founder and CEO Frida Polli told CIO Journal. In that way it can help bring promising job candidates with non-traditional backgrounds to the fore, expanding opportunity for job seekers and helping companies connect with the people they need, she said. Pymetrics is one of a handful of startups that are creating new tools for a market that has been synonymous with human judgment. In the case of Pymetrics, the idea is to use the tools of neuroscience to measure basic qualities such as attentiveness, “in a way that cannot be gamed,” said Dr. Polli, who has a doctorate in neuroscience from Suffolk University and an MBA from Harvard Business School.

The company is based at Work-Bench, a New York City business incubator that is backed by R.R. Donnelley & Sons Co.

The Pymetrics platform employs computer games instead of the more familiar question-and-answer approach to job applications. For example, to measure attentiveness, a subject will pay attention to a series of images, and signal when the pattern changes.

The process isn’t designed to be a competition and Pymetrics doesn’t give subjects a passing or failing score, according to Dr. Polli. That concept doesn’t really apply, she said, because different jobs draw on different characteristics. “There are some jobs, such as airplane pilot, where being attentive is critical. And there are some jobs—certain kinds of leadership positions—where impulsivity can be a good thing,” she said in an interview.

The Pymetrics platform was designed as a contemporary alternative to the Myers-Briggs personality inventory, which was developed during the middle of the 20th century, drawing on the work of Carl Jung, a pioneer in the study of archetypes and analytic psychology. Although some of the games in the platform have been used for years, Pymetrics stitched them together in a proprietary way. The software was created by co-founder and Chief Science Officer Julie Yoo, whom Dr. Polli met while she was doing postdoctoral work at Massachusetts Institute of Technology.

The company has a number of beta users—none of whom agreed to be interviewed—a sign, perhaps, of the sensitive nature of bringing technology into the hiring process. Beta users, which come from industries such as finance, are using Pymetrics to augment human decisions, not replace them, according to Dr. Polli.

The beta users are using Pymetrics to make sure that they don’t miss strong job candidates who might slip through an initial screening because they lack certain standard qualifications, she said. The beta users want to avoid “false negatives,” or people who are rejected from the applicant pool but go on to receive job offers from rivals.

“At resume review, using our algorithms would have reduced false negatives from 60% to 0% (with only a slight increase in false positive rate),” Ms. Polli claimed in an email. At the next step of the hiring process, “we would have cut the false negative rate in half (again with only slight increase in false positive rates),” she said.

It isn’t possible to verify those claims, given that beta users won’t talk about Pymetrics.

The company has raised funding from Khosla Ventures, which says companies will use the technology as they seek advantage in a job market where certain skills, in areas such as technology and finance, are in great demand, according to partner Benjamin Ling, who led the investment. “The competition for top talent is booming. In the competition for employees, companies are looking for ways to differentiate themselves, through company culture and perks, and by identifying leading job candidates that come from non-traditional areas,” Ling said. “Pymetrics fits into that trend.”

**MANINDERPAL KAUR GREWAL**

MBA-09 Batch

