

DYPIMS NEWSLETTER



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From the Desk of the Chief Editor



Dr. Asha Vijai Rao

Dear readers,

The New Year's generous hand shall shower gift of knowledge in plenty, beseeching aid in days to come to cheer all by contributing to general enjoyment. It should be the harbinger of happiness and vouch a festive dawn spreading its miracles wrought with gladness and a new beginning.

You my young learners shall resolve to make at least one person happy every day, abandon dreams and forsake aimless wanderings, promise yourself that each new day will be reborn with yearning and reflecting on what has gone by. Try to be good and content, kind to your acquaintances, family and friends. Be healthy, gentle and brave. Be obedient to your parents and teachers, and polite to young and helpless like NSS volunteers of your college and the heroes of romantic movies and epics. Be patient in learning and never turning from the truth. You shall learn by all your failures to be quiet and calm and pure in life. You shall find sweet pace and leave discord."

Work and study is fun-engage it on your heart, acknowledge it and your stress levels will decrease, your whole demeanor will lighten and you will be closer to success. Keep trying your mettle with optimism and enthusiasm and enjoy the challenges of life by developing the right attitude. Plan to go that extra mile looking for the edge, by putting in the extra effort. Be positive and upbeat. Be aware that you have enormous potential and you can develop it every day by constantly looking within yourself. Be quick, observant and successful in the year 2012 which is knocking on your doors but remember to be good, kind and considerate. Remember what James Allen wrote in his book- As a Man Thinketh, "Pursuit of values is not an option, but a compulsion. Value enrichment is the strong foundation for economic affluence. Values alone empower collective endeavor and achievement."

A lot of important events are planned for the next quarter, participate to gain experience and record the novel experiences in the form of articles, reports or stories. Start doing research for your paper presentations in the national conference, take help of your faculty, collaborate with friends and classmates and start writing your papers. Dr. Rajesh Arora, the mentor for us all, he has a rich experience of writing research papers for national and international journals and is ever ready to help genuine research. He will be delighted to help you augment your quest. Be expressive and find your expressions in the next issue of DYPIMS NEWSLETTER.



Dr. Rajesh Arora and Dr. Zeundjua having a discussion



Students and faculty with colorful Rangoli pattern celebrating Diwali



Cultural Committee organizes Christmas day at DYPIMS

Director's Message



The New Year 2012 comes with new hopes and aspirations. The batch of 2010-12 is expected to pass out in next 100 days. Preparations are the key to success. It's important for our students to set career expectations with minimum qualifying success criteria set by companies, especially on academic performance. These are two core focus areas over which a crucial self assessment should take place by every student. Sector based classification in lieu of their academic background and area of specialization matters the most. In an effort to drill understanding of what is expected out of the students, I am aware your Job descriptions are executed however validations are a must to comprehend every byte of understanding. This brings balance between Aspirations and download of Secondary assessment. A constant follow-up on business / news analyses will strengthen your core interest towards the profession. Industry awaits arrival of prospective managers who would have an ability to respond to varied situations. This ability will be enhanced with high level of awareness that you would create by reading, discussion, validating & ratifying perceptions. A career strategy tool will assist you in building up proper plan of action for next 100 days. The Competency Development Programs conducted in Dec'11 would have provided you insights to your personality. It's also important to assess any knowledge area that was left untouched due to lack of interest, unawareness or being biased on any thought or perception we have about the industry, companies or job per se. The increasing number of corporate visitors under the Institute Industry Partnership program and 32 guest speakers throughout the semester has provided a wonderful learning platform. I wish to thank all the Industry contributors and CDP In-house faculties whose initiatives have been appreciated by our students. By this platform I request all the companies to review our efforts on overall development of our students. This creates an opportunity to interact to strengthen our partnership with industry. A silver lining for students is foreseen, who are aware that the route to being employable passes through commitment, drive, values with high level of integrity. I wish everyone a Happy and Prosperous New Year 2012.

Dr. Rajesh Arora

Message from Managing Director



Greetings!

By the time you read this message, we must have already forayed into the New Year. It is my pleasure to address you with some remarks. 2011 was a particularly challenging year, what with a few changes in class schedule, lecture timings etc. Efforts to strengthen the qualitative aspect of the Institute have prompted us to make these changes, which by now you must have comfortably settled in. Believe me when I say that these efforts are for you and your Institute's long term success.

We had a very important milestone in October 2011 – NBA Accreditation. I would like to thank all the faculty and students alike for participating and giving a helping hand, when it mattered the most. The Institute is indebted to all of you.

We have a slew of activities starting January 2012 such as the Management Poster Competition and the HR Summit. These activities are very important and the Institute expects each and every student to participate. March will bring in the National Seminar, which is another big event. We expect to host successful personalities from various fields and hope that you will gain the most from this event.

I wish you all the very best for the next semester!

Bharat Chavan Patil

UP COMING EVENTS

NSS CAMP

HR MEET

SIX SIGMA WORKSHOP

NATIONAL CONFERENCE

MARKETING SYMPOSIUM

WOMEN'S DAY

FUSION

Forbes Marshall-Industry Visit

Prepared by: Chandrashekhar Kalshetty (Industry Visit Committee - Chairman)

The Industry visit was organized to Forbes Marshall Pvt. Ltd. located at Kasarwadi, on 16th Nov. 2011 for FY MBA Div. A students & on 17th November 2011 (Thursday) for FY MBA Div. B students.

Team that visited Forbes Marshall :-

Faculty members were present along with the students of FY MBA on November 16, 2011 Mr. Chandrashekhar & Mr. Sibi while Miss Pooja & Miss Taruna accompanied students of MBA Division B on November 17, 2011.

Mr. Pushkraj Wagh (Manager-Training & Development) gave a presentation on company's history & manufacturing activities.

Campus Tour

The students were divided into 3 groups consisting of 15-20 students each. Each group was led by the technical team of two, to explain functioning of various departments such as stores, production, quality check, dispatch and many other related to manufacturing of control instrumentation.

Technical team explained the processes from procurement of raw material till the manufacturing of finished product. They showed various machines performing different task in production. The students asked many questions to get information on the processes of production, quality certification, HR policies, corporate social responsibility, recruitment procedures, etc. The company representatives appreciated our students for taking interest in production procedure and being very interactive. Miss Sayali (FY MBA Div. A) proposed vote of thanks.

VISIT TO INFOSYS BPO LIMITED

Reported by Prof. Chandrashekhar Kalshetty

Industrial Visit was organized to Infosys BPO Limited - Hinjewadi, on 17th Dec. (Sat.) for Div. A & B of SYMBA students. Mr. Chandrashekhar, Mr. Vinay, Mr. Kunal and Miss Pooja accompanied the students.

A session was conducted by Miss Rekha Rosario, facilities manager with Infosys on 'My Dreams' after the show on the glimpses of Infosys, the Business Process Outsourcing subsidiary of Infosys Limited (NASDAQ: INFY), it is an end-to-end outsourcing services provider. It addresses business challenges and unlocks business value by applying proven process, methodologies, integrated IT and business process outsourcing solutions.

Infosys BPO has not only pioneered "Business Value Realization" (BVR), but has also emerged as a trusted and valued collaboration partner through consistent focus on improving process and end-business metrics. Infosys BPO is a global company with over 18,900 employees and revenues of \$426.79 million as of March 31, 2011.

The students were given a task of making a business plan, 8 teams were formed and were given an opportunity to prepare and present their business model in 15 minutes. The topics of the business plan were decided by the students. In the business plan the name of organization and business strategies were mentioned to compete with competitors. Two members from each group were asked to present and explain the business plan in 5 minutes.

Every team was given a set of questions to guide them to design the product and its manufacturing, sources to hire employees. How many employees to hire for the business? The marketing strategy to be adopted for the business? How to finance the business? How to differentiate the product from that of the competitors?

After the business plan, there was a session on self awareness by Miss Rekha.

Students response to the activity: It was a good opportunity to think and present our business plan, working in a team together, exploring new thoughts and innovative ideas. It was a participative and interactive session. We thoroughly enjoyed ourselves. Miss Rekha was indeed a very friendly and co-operative trainer, who made the session interesting and worth attending. The day concluded with vote of thanks.

INDUSTRIAL MAINTENANCE EXPO 2011

ZERO DOWNTIME = BETTER PRODUCTIVITY

Reported By: -Gautam Lokhande ,MBA-II (Production and Materials Management)

The second edition of Industrial Maintenance Expo was held at Auto Cluster Exhibition Centre, Pune from 4 Nov to 6 Nov. 2011. The expo was organized by CII (CONFEDERATION OF INDIAN INDUSTRY) and the MBA students of 2nd year (Neeraj Babarjung- Marketing, Gautam Lokhande-Production and Materials Management) of our college visited the same on 4th Nov 2011. They got the opportunity to interact with the eminent personalities of industries and exchange the ideas and information with them which added to their practical knowledge.

The main objective of the expo was to focus on zero down time for Indian Industry to enhance the productivity for better growth through improved maintenance, service and care.

The expo was held in small scale wherein around 50 companies participated (mostly manufacturing and IT companies). The profile of exhibiting equipments was widely from a variety of sectors, such as: (1) Oil & Gas (2) Steel (3) Construction (4) Factory Process & Automation (5) Welding Solutions (6) Metalworking & Automation (7) Tools & Hardware (8) Online services (9) Electrical Engineering (10) Power transmission.

It was an opportunity for the student to get the practical knowledge with the live scene of all industrial solutions to improve productivity and profitability. The company volunteers were eager to share their innovation and students were interested to know the functionality of their solutions. They also got the knowledge of the key terms such as 'Predictive Maintenance and Proactive Maintenance'. It was affirmed and cleared that maintenance is an integral part of any industry. It is the primary reason for the smooth running of the operations. However there are many challenges caused due to maintenance failure which needs to be addressed / supported.

We visualized that industrial Maintenance Expo is all about providing quality maintenance solutions to various industries. Damage and deterioration is a part of life and all industrial plants and machineries are affected by it. Latest repair and reconditioning solutions were provided by some of the most famous traders who assemble and exhibited under one roof at the Auto Cluster Exhibition Centre, Pune. This fantastic trade show provided immense knowledge to me and my friends and filled the gap between live exposure of industry and classroom learning. The experience was thrilling and filled with fun.

DR. ZEUNDJUA TJIPARURO OUR GUEST FROM BOTSWANA AN INTRODUCTION

By Dr. Asha Vijai Rao



DR. Zeundjua Tjiparuro, a citizen of Botswana, was born on 03rd March 1970. A tall, smart scholar with short hair bright eyes from Botswana has a pleasing personality. He is very cooperative by nature and has very simple life style. He is an early riser and jogs to keep himself fit. He has become popular among the students and staff of DYPIMS because of his innocent smile and inquisitive eyes. Though he is fond of non vegetarian food, he relishes idli, sambar, poha, dal-chawal, shira and Indian curries with a lot of desi ghee. He has a keen desire to learn the cultural aspect of India and often seeks information about the festivals celebrated in Pune. He wants to take colourful blue kurta's for his children similar to what Mr. Bharat Patil (MD) and Dr. Rajesh Arora(Director) wore on Traditional day celebration and a star studded, colourful, nauwari sari for his beautiful wife when he goes back to Botswana. We at DYPIMS wish him a fruitful stay and insight into the education system of India.



When I met him and asked him why he had selected DYPIMS for his Post Doctorial Studies he answered: "Sometimes in 2010, the Federation of Indian Chamber of Commerce & Industry (FICCI) made a call for research fellowship applications through our Ministry of Infrastructure and Science Technology under the title: CV Raman International Fellowship for African Researchers. I applied for the fellowship and on 25th October 2010, FICCI wrote back to offer me the fellowship. Incidentally, part of the requirements for one to be considered was that one should have identified a host scientist in India interested to work with him on the research proposal submitted to FICCI. To that effect, I had earlier, in May 2005, corresponded with Dr Rajesh Arora while still at Alkesh Dinesh Mody Institute for Financial and Management about hosting me. I

was attracted to him by his profile and the good rapport that we built over time. Dr Arora kindly agreed.

However, Dr Arora was later to move to Padmashree Dr D.Y. Patil Institute of Management Studies. At this point I was not sure if I should move with him or find an alternative host at Alkesh Mody. I had to do a comparative background research of the area and the institute. What better place to start than Google? DYPIMS website uploaded without a moment's hesitation, much better than any I have visited, to give me the background information about the institution. What I saw was world class. The DYPIMSNEWSLETTER uploaded in a printable PDF format enabling me to print it out for my boss back home, rather than telling him to type WWW and click here and there. The portion on: papers presented at conferences and seminars in newsletter, was enough to convince me about the seriousness of the institution. But what about the location, what is there in Pune? Two words: 'Detroit of India' and the 'Oxford of the East' as used in The Industrial Source Book 2008 (downloadable from the web) did the magic for me. Accordingly, we finalised everything with FICCI and on the 03rd of October, I landed in Pune. Since my arrival in Arkudi on the 03rd of October, I am yet to see or meet anything to make me regret my choice. Reception from staff, faculties and students has been excellent. Fantastic! In short, I am happy to be in DYPIMS and in Pune."

Education:

Jan. 2002-May 2005: Ph.D. in Mechanical Engineering awarded by the Faculty of Engineering and Physical Sciences in the School of Mechanical, Aerospace and Civil Engineering of The University of Manchester. The degree was awarded for a successful individual research work resulting in a thesis titled: Maintainability and Reliability Analysis in CAD and Virtual Reality Environment.

Sept. 2000-Sept. 2001: Master of Science-MSc. in Mechanical Engineering Design awarded by University Manchester Institute of Science and Technology (UMIST). Degree awarded for success in research and taught modules. Title of Dissertation: Reliability Analysis during Conceptual Design. The success thus attained lead to the award of a scholarship by the university to study towards a PhD.

Jan. 1992-Dec. 1996: Bachelor of Engineering-B.Eng. in Mechanical Engineering. University of Botswana.

A certificate was awarded to him for completion of a course in: Analysis and Planning of Investment Projects, arranged by the International Summer School, University of Oslo, in cooperation with the Institute of Development Management in Gaborone, Botswana from August 3rd to September 4th, 1998.

Work Experience

He has thirteen years rich work experience .

He has worked as Chief Engineer in Projects Office. Rural Industries Promotion Company-RIPCO (B). Botswana.

A Research Assistant and Ph.D. student, Department of Mechanical, Aerospace and Manufacturing Engineering, UMIST, Design

Engineer, Rural Industries Promotion Company –RIPCO (B). Botswana.

Assistant Building Services Engineer, Lasco Consulting Engineers, Gaborone, Botswana.

Publications:

Refereed Papers:

1. Tjiparuro, Z. [2011]. Learn and Grow. Journal of Emerging Trends in Engineering and Applied Sciences (JETEAS), vol. 2, no. 3, pp. 405-413
2. Tjiparuro, Z and Thompson, G. [2006-b]. Maintenance Training using CAD and a Virtual Reality Environment. Maintenance & Asset Management, vol. 218(4), pp 20-26.
3. Tjiparuro, Z and Thompson, G. [2006-a]. Reliability Analysis Methods for Mechanical Assemblies during Conceptual Design using CAD. Maintenance & Asset Management, vol. 218(1), pp 12-18.
4. Tjiparuro, Z and Thompson, G. [2004]. Review of maintainability design principles and their application to conceptual design. Instn Mech. Engrs, Part E, J. of Process Mech. Engng, vol. 218(2), pp 103-113. Awarded the EW Moss Prize by the Industrial Process Division of the Institute of Mechanical Engineers (UK)

Conference Papers:

1. Tjiparuro, Z. [2011-b]. Historicising Drawings. Proceedings of the 12th Botswana Institution of Engineers Biennial Conference and Exhibition, University of Botswana, Gaborone (Botswana), 14th-16th September. (pp. 183-194)
2. Tjiparuro, Z. [2011-a]. New product development management: literature survey and experiences from the industry. Proceedings of the 12th Botswana Institution of Engineers Biennial Conference and Exhibition, University of Botswana, Gaborone (Botswana), 14th-16th September. (pp. 173-182)
3. Tjiparuro, Z. [2010]. Learning and Growing. A paper presented at the 1st International Conference on Leadership and Management for Sustainable Development, UNISA Graduate School of Business Leadership, Midrand (South Africa), 6th-8th October.
4. Tjiparuro, Z. [2009]. Design Case Study: The Design of a Morama Cracker. Proceedings of the 12th Botswana Institution of Engineers Biennial Conference and Exhibition, Phakalane Golf Estate, Gaborone (Botswana), 7th-9th October, pp. 216-220.
5. Tjiparuro, Z. [2008]. Recent Improvements in the RIIC Milling Technology. A paper presented at an International Workshop on Alternative Cereal Processing Technologies, Lobatse (Botswana), 4th-6th November.
6. Tjiparuro, Z and Thompson, G. [2004]. Desktop reliability analysis method for mechanical assemblies during conceptual design. 4th International Conference on Advanced Engineering design, Glasgow (Scotland), 5th-8th September, Paper No. 0099.
7. Thompson, G., Li J.P, and Tjiparuro, Z [2004]. A study on reliability and maintainability analysis in virtual reality environment. The 6th International Conference on Reliability, Maintainability and Safety, Hua Xia (China), pp

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712-720.

8. Tjiparuro, Z and Thompson, G. [2003]. Maintainability evaluation during the conceptual design stage based on functional design elements prioritisation and the use of simplicity axioms. Proceedings of the 15th ARTS: Advances in Reliability Technology Symposium, Loughborough University (UK), 8th-10th April, pp. 137-150.

Theses :

Tjiparuro, Z. [2005]. Maintainability and Reliability Analysis in CAD and Virtual Environment, Ph.D. Thesis, The University of Manchester

Tjiparuro, Z. [2005]. Reliability Analysis during Conceptual Design, MSc. Dissertation, UMIST.

Professional Services, Membership & Awards:

1. Recipient of the 2011 Sir C. V. Raman Post-Doctoral Fellowship tenable at the Padmashree Dr D. Y. Patil Institute of Management Studies, Pune, India
2. Lead Consultant in a study done for Debswana Diamond Company on how the company could participate and benefit from the Botswana Innovation Hub. A report, largely, prepared and arranged by me was submitted under the title: Debswana Needs Assessment Survey for Participation in the Botswana Innovation Hub. [2007].
3. Member of Botswana Institution of Engineers. [2006]. Membership No. B 21000 76906
4. Member of the Steering Committee that oversaw consultancy work by ECGG on the compilation of a Database on Innovation Capabilities in Botswana, commissioned by the Department of Research Science and Technology (Ministry of Communication, Science and Technology). [2005].

Public Lectures:

Quest Speaker at the 15th Southern Region Design and Technology Exhibition (SORDEX), Lobatse, 8th of July 2006.

Strategies for Encouraging Private Sector Involvement in R&D Funding. A paper read at a workshop on Indigenous Knowledge & Research Funding held in Gaborone (Botswana) on the 9th-30th of March

Dr. ZEUNDJUA TJIPARURO submits his research report

to

Dr. Rajesh Arora, Director, DYPIMS

on the topic

EVALUATING HUMAN RESOURCES MANAGEMENT OF MANUFACTURING AND ENGINEERING ORGANISATIONS: WHAT CAN BOTSWANA INDUSTRY LEARN FROM THE INDIAN INDUSTRIES?

(Post Doctoral Research)

Dr. ZEUNDJUA TJIPARURO

Rural Industries Innovation Centre, The Robert Kgasa Technical Bldg., P/Bag 11, Kanye, Botswana.

Abstract

Organizations are characterized by many parameters, among which, important to this study, are their core competencies, business strength and their visions. However, there is always a dichotomy between what the core business of the organization is, its vision and its human resources capabilities. For instance, it is not uncommon for organizations to proclaim visions which never get met because their core competencies have not been developed to match the envisaged goal. This study investigates this area in manufacturing and engineering-based organizations with specific emphasis on human resources development. It explores the organizational processes as well as the workforce practices of manufacturing and engineering organizations in the industrial hub of Pune, the intellectual capital of the state of Maharashtra (India), and compares this to the processes and practices of research and development organizations in Botswana. Precisely, the study sought to understand why the People Capability Maturity Model, a form of process capability model framework which has delivered resounding successes in various sectors such as Boeing, Ericsson, Lockheed Martin, Novo Nordisk IT A/S, and Tata Consultancy Services does not seem to have been taken up by firms, organisations and institutions at least going by the published literature. Corollary to the above is what are the most practical approaches manufacturing and engineering companies in India are using to manage their organisational processes and human resources practices for competitive advantage. This then addresses the question of what can the Botswana industry learn from India.



Keywords

OD, HRM, HRD, P-CMM

Dr. Kiran Mathur's Visit

Report by : Dr. Asha Vijai Rao



Dr. Kiran Mathur, Coordinator, International Diploma Course in Guidance And Counselling, NCERT and a Professor of Education at Regional Institute of Education, Bhopal, Madhya Pradesh visited Padmashree Dr. D. Y. Patil Institute of Management Studies, Akurdi, Pune-44 on 8.12.2011 as the external guide to have an interaction with Dr. Rajesh Arora, Director, DYPIMS and as an internal guide of internship project 'Developing Employability Skills of

MBA First Year Students Through Professional Career Counseling' undertaken by Dr. Asha Vijai Rao, at DYPIMS. During her visit to DYPIMS she not only had an extensive observation of all the records and audio-visual material collected and prepared by Dr. Asha Vijai Rao but also had a discussion with Dr. Rajesh Arora, Director, DYPIMS and Prof. D. R. Karnure, Consultant Director. She admired the infrastructure especially the Language Lab and showed her appreciation by spending half a day in the institute interviewing and explaining the need of counseling. She said "Counseling service provides a confidential environment where the students can explore and express aspects of them that may be painful or uncomfortable. The professionals will listen to them and help them in gaining their own insights and making and acting on their own choices, enabling them to work towards relating and living in a more satisfying and resourceful way".

Since the counsellor will need physical space, ideally a small peaceful room, where maintaining privacy of a session with a client is possible should be arranged. The room should be equipped with:

recording facilities for preparing audio or video tapes, recorders for audio/video recording of the sessions if allowed by the clients, white board, projector, comfortable furniture which will calm the client, pre-recorded audio/video material, journals, case study material, written case excerpts, books and computers with internet facilities." The consultant director assured of all the help needed for starting a functional counseling unit.

Disclaimer

The views expressed by the authors in the articles published in the 'DYPIMS Newsletter' are their own. They do not necessarily reflect the views of the institute they work for or study in.

In order to create harmony let there be a meeting of hearts, for only then will love emerge

GREEN MARKETING – OPPORTUNITIES & CHALLENGES

Report by : Prof. Nandini Desai

"Progress is possible, No one can stop it, but obstacle is there, we have to face it." - Amartya Sen

The word GREEN for Marketers and Consumers: The word green in 21st century world is a progeny in a new avatar, the meaning of this word in our life is now something else then it was before few decades ago.

Today the environment is changing in a cacophony way. The whole world is facing environmental challenges and issues like: Global warming, greenhouse gas emissions, ozone layer depletion, deforestation, air pollution, biodiversity, increasing pressure from ethical consumers, energy use, nuclear waste, and population growth and resource limits.

When these issues were emerging in our conscious mind an old word but in a new avatar have been emerging in our subconscious mind i.e. GREEN.

For Marketers this word entered as a threat but the former has changed it as an opportunity, of a new market and era.

Government of different countries and many international organizations like UNO has demarked many guidelines and rules for the organizations to protect the environment like: Legislations protecting the Environment, Health & Safety Legislation, Hazardous Substances Legislation, Environmental Legislation etc. These governments and international organizations also have encouraged the organizations by incarnating them with subsidies, exemptions, tax benefits, and financial and technical support.

In the mid of this process, marketers have developed the word 'GREEN' and the word has changed the whole world market perspective. It has changed the marketer's, consumer's perception towards market, consumers, CSR, brand building with use of product, brand, lifestyle, taste etc. not even this It has changed the perception of all other stakeholders employees, government, shareholders, middleman, distributors, and retailers.

1. Consumers perspective:

The environment issue is one of the prime concerns of the mankind and due to vast marketing of this idea it is in the mind of every individual that it is his duty to save this environment.

With the emergence of this thought every consumer wants to contribute in this cause, but how- it is the question in his mind and the answer is in the word GREEN, consumer wants to purchase the environment friendly products for various reasons:

- Consumer wants to contribute towards the society by being an integral part of it.
- He wants to save the earth and supports the environment-friendly concepts/ideas.
- For his own satisfaction and to get better quality, he feels good by investing in GREEN products/services.
- It is in consumers mind that it is his duty to save the earth.
- Consumer feels that green products are more close to nature and are less harmful
- Purchase of green product imparts the feeling of being aristocratic, different and proud as compared to non-green products, as he is contributing towards the society.

G. They easily accept and buy the green idea or product/service.

2. Marketer's perspective:

Marketer with the intelligence and creativity has transformed the environment issues as an opportunity of a new market and introduced the word GREEN, initially it is imposed on him to take measures to save the environment by the governments and international organizations, later he finds it necessity to survive in the changing environment and market.

They have used the word green in the following manner:

- The organizations have changed themselves as green companies by introducing the concepts of green marketing, green management, green supply chain management etc.
- The marketers are charging high prices for the green products as the cost is also high (Production, Research and Development, Distribution and Packaging cost etc)
- GREEN concept increases the credibility of the company and it also builds positive brand image in the consumer's mind. All the intangible assets are of greater value with the introduction of these concepts
- Marketer wants to fetch the benefit of the consumer's perception towards the GREEN word.
- They want to get other benefits given by the governments and international organizations.

The business environment is changing and to survive in the market, to grow in the market, to come over the cut-throat competition, the companies are incarnating their roots in environment friendly concepts and want to use the word green very effectively and efficiently.

The scope and power of word green:

In 21st century, this word emerged as one of the most powerful words in the history of business and marketing. Few examples are there and their uses are common now a days:

The scope of this word is much wider and you can write anything after green and that becomes environment friendly concept – product/company/service/idea etc.

The word green has become so powerful nowadays that it is in our subconscious mind that everything after this word is related to something environment friendly. This can be seen in two ways:

Marketers use ubiquitous 'Green' and all of its variables, such as 'going green,' 'building green,' 'greening,' 'green technology,' 'green solutions' and more in their marketing mix strategies. "Companies are less 'green' than ever, advertising the fact they are 'green. Many organizations are fairly doing this green marketing practice but there are many who are just using it as a marketing tool to attract the consumers.

The word "Green" has achieved a significant value and position and is being used by the marketers very creatively and is going to stay with us for a long time now.

DR. (MRS.) KIRTI DIDDI PANDEY'S VISIT TO DYPIMS

Report by : Dr. Asha Rao



It was a pleasure to welcome Dr. Kirti Pandey, from Jabalpur, on the occasion of CHRISTMAS DAY CELEBRATION. Dr. Rajesh Arora, Director, DYPIMS felicitated her with a bouquet and had a talk with her about, "Employability of Students from HEIs of public/private sector as Economically productive Human Resource". She was accompanied by Miss Neha Yadav, a psychologist and counselor from Ujjain.

Dr. (Mrs.) Kirti Diddi Pandey is presently working as Prof. and Head, Dept of Management Studies, Mata Gujri Mahila Mahavidyalaya(Graded 'A' by NAAC, Bangalore) Jabalpur, Coordinator, UGC Scheme of Remedial Coaching, Faculty incharge, Placement & Career Guidance Cell, Faculty Incharge-Trainings, Steering Committee Coordinator for the NAAC Peer Team. – 2004 (College has been graded 'A') Member, Grievance Redressal and Counselling Cell, Member, Womens' Cell in Mata Gujri Womens' College.

She has been associated with :Aptech Computer Education Jabalpur, Auto. Govt. MH College of Sc. & Hm.Sc. for Women Jabalpur, Distance Education Centre, Faculty of Management Studies, College of Materials Management, Center of Management Studies, G.S. College, University Institute of Management, RD University, Jabalpur, Asia Pacific Institute of Management, Jabalpur Regional Centre, Jabalpur, MP Bhoj Open University, Bhopal, Dept. of Economics, RDVV Jabalpur, (MBE), UGC Academic Staff Colleges and Indira Gandhi National Open University.

Dr. Kirti has undertaken a research project as principal investigator of UGC minor research project titled "A Diagnostic Study on the Employability of Students from HEIs of public/private sector as Economically productive Human Resource" and finished the project on the topic "A Diagnostic study of Organizational Learning Capability of Higher Education Institutions in Madhya Pradesh with specific reference to University Teaching Departments and Government / Private Colleges." In 2004 – 2006. She has worked on UGC Major Research Project "A Field Based Study On The Effectiveness Of The Orientation And Refresher Courses Conducted By All The UGC Academic Staff Colleges On Teachers In Higher Education" as Project Fellow (at UGC Academic Staff College, Rani Durgavati Vishwavidalaya, Jabalpur in 2002).

Accreditation: The Process of Quality Assurance

Reported by :Prof.Kunal Patil

Padmashree Dr.D.Y.Patil Institute of Management Studies aims to meet the expectations of all its stake holders through the process of quality assurance called 'Accreditation'. Accreditation is a quality assurance process under which services and operations of an educational institution or programmes are evaluated. NBA is a registered society and a statutory body which assess quality education in India under the Ministry of Human resource Development.

Having earned a sizable respect and reputation for Its Master of Business Administration Programme (MBA) in Maharashtra and other parts of India, Padmashree Dr.D.Y.Patil Institute of Management studies (DYPIMS) had shown its intention to go in for accreditation of the institute - a status that can be added to its credibility.

The process of accreditation is systematic activity which is painstaking, time consuming and demands dedication, devotion and patience from all the stakeholders of the institute. The major stakeholders are the students, teaching and non teaching staff members, employing agencies and the management. Institute has worked on this project over last two years.

The vision of our institute is to put the institute on the pedestal of international standards in all domains of academics by creating conducive academic climate, where future leaders are imbued with Gyan (knowledge), Buddhi (Wisdom) and Vivek (Consciousness)'. Getting accredited institute status will be a mile stone in the direction of achieving the goals as per the vision of the institute.

For the parents, it signifies that their child goes through a teaching-learning environment as per accepted good practices.

For the students, it signifies that they have entered the portals of institutions, which has the essential and desirable features of Quality Professional Education.

For the employers, it signifies that the students passing out have competence based on well grounded technical inputs.

For AICTE, it signifies that the institutional performance is based on the assessment through a competent body of quality assessors, with strengths & weaknesses emanating as a feedback for policy-making.

For the institution, it signifies its strengths, weaknesses and opportunities for future growth.

For the industry and infrastructure providers it signifies identification of quality of institutional capabilities and skills & knowledge.

For the country, it signifies confidence in the suitability for sustaining stockpiles of market sensitive human capital and a pragmatic national development perspective.

For the alumni, it signifies attachment through the pride of passing out with credentials.

In pursuance of this goal to become an excellent institution of world class standard, the Institute had submitted an application to NBA on 26/11/10. Three days inspection /visit on October 14th, 15th and 16th of 2011 was finalized to assess the processes. A team of senior academicians consisted of a chairperson and two programme experts visited the institute.

The team carried out physical verification of infrastructure facilities. The team has interviewed faculty as well as staff members giving stress on teaching pedagogy, research contribution, continuing education and HR policies of the institute. The team also interacted with students of both batches and obtained information regarding teaching learning, student's facilities, students' participation in various events etc. The team also interacted with alumni of the institute, corporate, and industry institute partners.

The team ensured transparency by reviewing the documents/files of academics, research, governance and administration.

Final decision of accreditation status will be communicated in due course of time by the NBA office, New Delhi.

“PARTICIPATION IN AVISHKAR”

A report by Nadeem Ansari, MBA-II

All students work very hard to pass in their examination, but it is not sufficient to just compete in this competitive world. Everyone needs to do something extra, which can differentiate us from others. We have to stretch ourselves, expand our potential and means so that we can impress others and leave a good impression on others as our Mentors always counsel us. We have to go beyond classrooms and do something like participate in events, paper presenting in seminars and conferences in our institute and other colleges.

My classmate Ankush Gupta and I participated in **AVISHKAR 2011** conducted by University of Pune in Baburaoji Ghulab College. Our research topic was “**Effect of social support on work-life conflict: A study on working women in private organization with respect to Pune city**”. It was a poster competition where we had to draw our theme on the cardboard measuring the meter and explain the theme to the external examiner in 2 minutes, answer the questions asked by examiner.

The research topic dealt with the issue of social support at home and at work place that helps to reduce the stress women face and which can reduce the conflict at home at work place.

New Books Added in the library

Reported by : Balaji, Librarian

- 1.) 10 Winning Strategies for Leaders in the Classroom By Osula,B.,
- 2.) 101 Investment Lessons From The Wizards of wall Street by Sincerek Michael,
- 3.) A Short Introduction to Social Research by Henn,Matt,
- 4.) An Introduction to Mathematical Economics by Baldani,Bradford,
- 5.) HB of H R M Practice by Armstrong,Michael,
- 6.) Business Communication by Prasad, Sona,
- 7.) Business research Methods by Nakkiran,S.,
- 8.) Business research Methods by Sharma,D.K.,
- 9.) Business research Methods by Zikmund, Willam,
- 10.) Competency Based Interviewing Skills by Kamath,S.,
- 11.) Contemporary Economics by Baumol,Willam,
- 12.) Creative Social Research by Giri,Ananta kumar,
- 13.) Customer Satisfaction Research Management by Allen,Derck,
- 14.) Designing & Managing A Research Project by Polonsky,Michael,
- 15.) Econometrics by Wooldridge,Jeffrey,
- 16.) Economics Principles & Applications by Mankiw,Gregory,
- 17.) Electronic Business by Misra, Anuranjan,
- 18.) Encyclopedia of Marketing by Shah,Anupam.,
- 19.) Entrepreneurship by Reddy, P.Naryana.,
- 20.) Essentials of Strategic Management by Hill,Charles.,
- 21.) Financial Management by Rustagi, R. P.,
- 22.) Financial Management by Varshney, J.C.,
- 23.) Financial Management & Policy by Bhalla,V.K.,
- 24.) Financial Markets & Institutions by Madura,Jeff.,
- 25.) Food & Beverage Management by Davis,Bernard.,
- 26.) Fundamentals of Microeconomics by Snyder,C.,
- 27.) Global Marketing by Gillespie,Kate.,
- 28.) HB of Marketing research by Edmunds,Holly.,
- 29.) Human Resource Management by Dessler,Gary.,
- 30.) Indian Financial System by Singh,S.P.,
- 31.) Industrial & Labour Laws by Saravanel,P.,
- 32.) Information Research in social Sciences by Shinde.Gopapathi.,
- 33.) International Organizational behavior by Adler,Nancy.,
- 34.) International Strategic Management by Peng,Mike.,
- 35.) Introduction to Business research Methods by Shajahan, S.,
- 36.) Macroeconomics by Blinder,
- 37.) Managerial Economics by Froeb,
- 38.) Managerial Economics by Hirschey,
- 39.) Operations Management by Russell, Roberta.,
- 40.) Operations Research by Naidu,
- 41.) ORGB Organizational Behavior by Nelson, Debra., &
- 42.) Your research Project, by Walliman, Nicholas.

We have got MANY new books in the library. Read and write reviews. The reviews written by you will be printed with your photographs in the next issue of DYPIMS NEWSLETTER.

**Prof. Sibi Abraham
Editor**

International Diploma Course in Guidance and Counselling

Dr. Asha Vijai Rao

Peer facilitators MBA-SEM I



Guidance and Counseling services have gained significance for helping students develop their potentials to the maximum and make decisions and adjustments from time to time. NCERT has started an **International Diploma Course in Guidance and Counselling** through Distance/Online Mode planned and designed in collaboration with Commonwealth of Learning (COL), Canada. **I am grateful to the management of DYPIMS for sponsoring me for the course conducted by NCERT at Regional Education Institute, Bhopal.**

The course was of one year duration divided into three phases –

- i. Guided Self-learning (distance/online, 6 months including seven assignments)**
- ii. Intensive Practicum (face-to-face contact, 3 months and written exams in all the theory course modules)**
- iii. Internship (in home town, 3 months)**

The entire course consisted of 20 courses (14 theory courses and 6 practicum courses including internship). The knowledge gained through the theory courses was applied during the practicum, which in turn resulted into development of understanding, skills and competencies to implement the learning in real work/life.

Following were the theory and practicum courses –

Theory Courses: Course Code & Module Title

- 101 Introduction to Guidance
- 102 The Counselling Process and Strategies
- 103 Guidance for Human Development and Adjustment
- 104 Career Development-I
- 105 Career Information in Guidance and Counselling-I
- 106 Assessment and Appraisal in Guidance and Counselling-I
- 107 Basic Statistics in Guidance and Counselling-I
- 108 Guidance in Action
- 109 Special Concerns in Counselling
- 110 Developing Mental Health and Coping Skills
- 111 Career Development-II
- 112 Career Information in Guidance and Counselling-II
- 113 Assessment and Appraisal in Guidance and Counselling-II
- 114 Basic Statistics in Guidance and Counselling-II

Practicum Courses:

- 115 Group Guidance
- 116 Psychological Assessment
- 117 Collection, Management and Dissemination of Information
- 118 Career Development
- 119 Counselling

Practicum consisted of five areas (115-119) which were related to roles and functions of counselors in the educational institutes involving planning and organization skills to conduct the activities organized in educational institutes.

The contact programme/practicum began after completion of the study of theory courses, as the trainees are required to gain theoretical knowledge related to different courses and other aspects and become aware of roles and functions of the counselor. They were expected to develop skills to perform those roles and functions under the guidance and supervision of experienced supervisors. It was essential that trainees had completed assignments and maintained a record of work done during distance learning phase in the form of a 'portfolio'. While doing the assignments and preparing portfolio they were expected to do exploratory work in the field to apply the knowledge gained. Therefore, satisfactory completion of assignments was a pre-requisite for entry into the contact programme. The aim of the practicum was to provide counsellor trainees with a closely supervised, integrated counseling experience and inculcate in them practical skills required to perform guidance and counseling functions in individual and group counseling, curriculum development, career development, psychological assessment, and collection, management and dissemination of information etc. with the help of a supervisor.

The supervised practicum in this course was of three months duration (4.7.2011 to 30.9.2011) in the form of a contact programme. The trainees became familiar with a variety of professional activities and resources in addition to direct service-related intervention strategies.

The practicum provided an opportunity to the trainees to integrate various aspects of theoretical knowledge and put that into actual practice in an educational setting- develop competencies, integrate past learning experiences, gain insights, practices skills, and experience both professional and personal growth. Teaching and practical work included conducting assessments, group activities, individual and group counseling sessions, career planning activities, crisis interventions, etc. In addition, the trainee counselors had the opportunity to learn from each other in group interactions at practicum seminars, when they shared their practicum experiences.

PORTFOLIO- "Portfolios are visual compilation of one's work that demonstrates professional growth, achievement, and competence in one's field of work. In the field of counseling too, portfolios serve as an instrument which is designed to facilitate self-reflection, self-improvement, intrapersonal understanding, professional growth,

conceptual understanding and skill development." We had to submit the portfolio before counseling conference and Viva-voce on 28.09.2011 with artifacts.

Artifacts are actual samples of a trainees work providing evidence of trainee's skills. These are the authentic outcomes or products of activities undertaken by a trainee. They serve as indicators of a trainee's skills and abilities and should be presented in a manner that is both attractive and easy to understand. These were in the form of executive summaries of activities, key tables or charts that summarize data.

(GC-120)INTERNSHIP:

Internship or 'on the job experience' is an important part of any professional training. It is a phase towards the end of training which enables the trainee to put into practice the knowledge and skills acquired by him/her during the course. The objective is to make the trainee capable of functioning independently as a professional in an actual work setting. As a full-time counsellor he/she may work in job settings such as educational institutes, rehabilitation centers and special schools, hospitals, NGOs/charitable trusts, child guidance centers, social welfare organizations, crisis centers, other allied settings etc.

Internship requires the trainee to work for a specified number of hours, under the continuous supervision and monitoring of a counselor/internal guide. At the end of the internship, trainees are expected to acquire insight and skills to handle the concerns of children adolescents and youths, organize guidance and counseling activities to help them in making choices for their healthy development and adjustment.

I have submitted the report of internship project to Dr. Rajesh Arora, Director, DYPIMS and Internal Guide for the internship project internship on the Christmas Day, 25.12.2011 in the presence of Mr. Bharat Patil, Managing Director, DYPIMS, faculty and students and am waiting for the award of diploma by NCERT.



I am deeply indebted & grateful to **Wg. Cdr. (Retd.) P.V.C. Patil, Executive Director, DYPIMS** whose vision, enthusiasm and warmth has been instrumental in motivating me to reinvent myself as a counselor by sponsoring me for the workshop on **"Mentoring-Train the future trainers"** organized by Smt. Kashibai Navale College of Engineering, Pune, Department of

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Management Studies on 23.01.2010 and **International Diploma Course in Guidance and Counselling** through Distance/Online Mode planned and designed in collaboration with Commonwealth of Learning (COL), Canada and conducted by NCERT.

I would like to offer my heartfelt thanks to the management of **Padmashree Dr. D. Y. Patil Institute of Management Studies, Akurdi, Pune - 44** for sponsoring me and granting me **Extra Ordinary Leave from 4.07.2011 to 30.09.2011** to enable me to attend **Face to Face Contact Programme of International Diploma Course in Guidance and Counselling (NCERT) at RIE, Bhopal.**

I would also like to extend my sincere thanks to **Prof. D. R. Karnure, Consultant Director, DYPIMS** for his valuable guidance, co-operation, suggestions and motivation. He has inculcated in me a quest to learn about mentoring and counseling by including me in the project of writing a monograph on **EFFECTIVE TEACHING** and delegating me the task of writing a chapter on 'Mentoring'. He was a **constant source of inspiration & encouragement and has nurtured the desire in me to take up counseling.**

"Gratitude is the hardest of emotion to express and often does not find adequate ways to convey the entire one feels." **I owe my special gratitude to Dr. Rajesh Arora, Director, DYPIMS for accepting extra responsibility of guiding and supporting me during internship programme as my Internal Guide. His knowledge, personal support, wise suggestions, opinions and ideas have helped me a lot in achieving a new trait in my personality. His collection of books has enlightened me in executing the activities planned for internship programme.**

I owe my special thanks to **Dr. Kiran Mathur, Coordinator of IDGC, RIE, Bhopal** for her extensive observation of all the records and audio visual material collected and prepared during her visit to **Padmashree Dr. D. Y. Patil Institute of Management Studies, Akurdi, Pune-44** on 8.11.2011. Her visit has infused me with new energy and mission.

My special thanks to a generous friend **Prof. Shalini Arora, Chairperson TQMS Global, Mumbai**, for conducting a wonderful Image Building & Self Awareness Workshop and sharing learning material developed by her with the budding training coaches of DYPIMS.

I am also indebted for the cooperation of **Prof. Meenal Rao, Prof. Taruna Sharma and Prof. Shilpa Kankonkar** who have been working hard to develop employability skills of the students during CDP workshops.

I would like to record my sincere thanks to the Librarians and System Administrators (computers) of DYPIMS for helping me to complete the project.

Finally, I am extremely grateful in the same breath and sincerely thank my students and peer facilitators for their valuable help rendered to me by participating in the workshops and providing creative feedbacks.

Workshop Attended(FDP)

Reported by Prof. Vinay Nandre and Prof. Lalit Prasad

Indian Institute of Training & Development (IITD) organized one day workshop on World Class Manufacturing Practices at Hotel Kapila, Dhole Patil road, Pune on Sunday, **20th Nov 2011.**

World Class Manufacturing Organization is a need of the hour. It spells about a Globally Competitive Organization striving for continual and rapid improvement in Quality, Cost, lead-time, Customers Service and improved flexibility. In the present situation "Excellence" is key for survival not only for export market but even for domestic market.

It was a nice learning experience for us to be the part of such a workshop. The objective of this workshop was not only to improve awareness of the key areas of WCM but also to provide a road-map towards reaching the goal of WCM status. Which was explained in a structured manner. During the workshop we learnt -1) **steps to world class manufacturing** 2) **Strategy for world class manufacturing** 3) Total Employee involvement 4) Five S 5) Quality systems 6) Restructured manufacturing systems 6) Daily & policy management 7) Standardization 8) Lean Manufacturing, etc.

The Workshop was participative in nature & consisted of lectures, examples from shop-floor, field and business. It also covered case studies and a few exercises, which the participants were interested to work on. Participants also discussed their own cases involving manufacturing and quality problems being faced by their organization. The work-shop was concluded by question/ answer session.

This Executive Development Programme designed by Mr. Satish Kaloke (Speaker) and Mr. Rajiv Kolhe (Coordinator) was beneficial to all, Directors, Academicians, Owners of MSME's, Managers, Engineers, Senior Executives, Supervisors in Production, Purchase, Industrial Engineering, Quality Service and Cost Accounts Functions of Manufacturing and Service organizations were all interested in implementing World Class Manufacturing Practices.

Faculty Development Programme

A report by Prof. Kunal Patil

I got an opportunity to attend Faculty development programme organized by Maharashtra Chamber of Commerce, Industries & Agriculture on August 30th 2011 at MCCIA Trade Tower.

Key components of the programme were:

- Teacher as professional – redefining role form content deliverer to facilitator
- Soft skills – need of the hour
- Foundational pedagogy and choosing appropriate and relevant resources to compliment teaching methods.

Mr. Anant Sardeshmukh (Executive Director General MCCIA) welcomed all the participants.

In first session of the programme Dr. S. M. Chitale (Former Principal Fergusson College, Pune) suggested teachers to teach students to be a keen learner, if they keep learning attitude by reading then and then only they will understand the concept. When a student understands the concept he/she will gain the knowledge. Applying gained knowledge becomes skill of that person and experimenting the skills progresses into expertise. He also stressed that teacher shall teach students to be a good human being.

In second session Mrs. Laxmi Kumar (Director, Orchid School) explained the importance of soft skills in making the teaching effective and interesting. She further explained that emotional intelligence- to asses audience; cluster of personality traits – as smiling approach presentable attire friendliness; communication- clear, appropriate and personal habits – punctual, keeping group mail id of audience are important soft skills.

In post lunch session Dr. Hemant Abhyankar (Vice President – Group of Vishwakarma Institutes) explained about stakeholders of institute and their expectations. Dr..S.M.Chitale and Mr. R.G.Shukla conducted some management games.

In concluding session Mr. Shrinivas Rairikar (Senior Director MCCIA) stressed the need of appropriate teaching and learning methods to ensure outcome based learning.

J-GATE WORKSHOP ON 25TH NOVEMBER 2011

Reported by : Balaji



I was sponsored to attend the workshop on J - Gate the first and premier E- Journal portal from India, conceived and developed by INFORMATICS on 25.11.2011 at hotel Westin from 0900hrs to 1730hrs. It has given me detailed information about the largest database in the world for open access journals which includes articles from open access Journals and pre reviewed Journals.

The Key Benefits to E-Journal Users are:

1. One –stop access point for all e journals: 26800 + E journals and one place to search and reach out to articles of one choice. J –gate acts as a common local gateway to libraries & consortia for e-Journals access across all Publishers.
2. An affordable database for Journal literature to academic, research and professional community, updated every week, J-gate is the signal largest database, indexing, the largest number of e Journals, User Can Choose From Seven J- Gate Subsets.

The workshop will enable me to handle J gate (Database) in professional manner as per the AICTE corrigendum.

INTERNAL EXAMINATION REPORT

By Prof. Amitabh Patinaik



The internal examination marks have been divided in various parameters. The mid-term examinations were carried out for all subjects for 20 marks. The end semester examination was carried out for 70 marks.

Both the examinations were conducted as scheduled. Faculty was given flexibility according to the subjects to set the question paper and to correct the same.

Proper invigilation was done and transparency in the examinations was maintained. All the university norms were followed and paper pattern of the university was followed. Students were allowed to go through their answer sheets and discuss their mistakes with the respective faculty. This was done so that

students could improve on their mistakes and perform well in the external examination. Proper guidance to the students was given by the faculty. After finalization of the marks of final semester examination all the records of the various parameters were assessed and combined to get the average internal marks out of 30.

The subject wise analysis of the internal marks was displayed on the board according to the specialization. This was displayed before the external examination so that students could focus on the subjects they needed to improve by putting in extra efforts.



CHRISTMAS CELEBRATIONS

Reported by Prof. Pooja Kohli



DYPIMS bid adieu to Year 2011 by celebrating Christmas festival in its premises. There was active involvement and participation of MBA – Ist & IInd year students in the merriment. Everyone looked cheerful wearing the shades of red as red was the colour for the day.

The celebrations were organized in the reading hall of the Institute and the occasion was graced by the presence of Mr. Bharat Chavan Patil, Managing Director – Operations, Prof. D. R. Karnure, Consultant Director and Dr. Rajesh Arora, Director.

The event started with the carol singing by the faculty Prof. Nandini Desai, Prof. Shilpa Kankonkar and Prof. Sibi along with the students of MBA – Ist year and IInd year.

The arrival of Santa Claus caused a big uproar, who blessed everyone with sweets.

Dr. Zeundjua Tjiparuro, Post Doctorate Research Scholar from Botswana, submitted his report on the title – “Evaluating Human Resource Management practices of Manufacturing and Engineering Organizations – what can Botswana Industry learn from Indian Industry?”. He was felicitated by Mr. Bharat Chavan Patil, Managing Director – Operations.

Dance performances by Ashish Bhosale, Sarika Salvi, Shalaka and Sreejaya were amazing considering the limited time they had for practice. Games and fish pond was organized for the faculty, staff and students by Vaibhav and Aditya of MBA – II. The food committee comprising of Garima trivedi, Neeraj Baburjung, Amol, Susheel served delicious snacks and cold drinks to one and all. The students, faculty and staff could not withhold and resist themselves from dancing on the music played by the DJ for the day Vibha Singh of MBA – II. The masters of ceremony were Yogesh Kiranapure and Priyanka Shetty of MBA – II year and I year respectively.



DIWALI CELEBRATIONS

Reported by - Prof. Pooja Kohli

Diwali – an auspicious festival of lights was celebrated with splendor and enthusiasm at Padmashree Dr. D. Y. Patil Institute of Management Studies, Akurdi on Monday 24 October 2011. Traditional attire added fervor to the celebrations. The Institute premises were decorated with Rangoli and mud lamps.

The celebrations were enjoyed with zeal and vehemence by the faculty, staff and students and to give it an international touch Dr. Zeundjua Tjiparuro, Post Doctorate Research Scholar from Botswana joined the celebrations.

The Occasion was graced by the presence of Wg. Cdr. (Retd.) PVC Patil, Executive Director, Mr. Bharat Chavan Patil, Managing Director – Operations and Dr. Rajesh Arora, Director, which boosted the morale and spirits of the faculty, staff and students.

The highlight of the evening was spectacular firework display followed by snacks and tea.

The event concluded with the blessings and warm wishes from Executive Director, Managing Director and Director to all the faculty, staff and students.

UNIVERSITY EXAMINATION

Reported by - Prof. Vinay B. Nandre

(Internal Sr. Supervisor) and

Prof. Chandrashekhar Kalshetty (Custodian)



DYPIMS successfully organized M.B.A. examination of University of Pune from November 29, 2011 to December 13, 2011. A total number of 691 students from Padmashree Dr. D.Y. Patil Institute of Management Studies (DYPIMS), Institute of Management and Career Development (IMCD), Siddhant Institute of Business Management (SIBM) and Siddhant College of Engineering (MBA-Department) appeared for the examination.

Backlog examination was conducted (for Sem II backlog and Sem IV backlog) from November 29, 2011 to December 05, 2011 and regular examination (for Sem I and Sem III) was conducted from December 07, 2011 to December 13, 2011. Prof. Deepak Yewle from Prof. Ramkrishna More College worked as the senior supervisor (external) along with Prof. Vinay Nandre as the senior supervisor (Internal). Prof. Chandrashekhar Kalshetty worked as the custodian for the same. We appreciate the cooperation extended to us by teaching and non-teaching staff to conduct the exams successfully.

Viva-voce for 109 students of third semester was conducted on 21st and 22nd December, 2011. Prof. Manjeshwar and Prof. Braggs Emmanuels were appointed as Chairmen for the panels by University of Pune.

COMPETENCY DEVELOPMENT PROGRAM

Report submitted by Prof. Meenal Rao



A Competency Development Certification program was conducted from 14th December to 24th December 2011. The program has helped students of Semester III develop skills and attributes necessary for successful transition into professional life to develop a curriculum that will make students more competitive. The total program was for 48 hours. The details of the sessions are as under:

COURSE CONTENTS: 1. Self Awareness. 2. Communication Skills in written and spoken English. 3. Presentation Skills. 4. Office Manners / Business Etiquettes. 5. Interpersonal Skills. 6. Time Management. 7. Interview Skills.

We had approximately 50 students registered for this program. The sessions were conducted by the Internal faculties. The sessions commenced at 9.00 a.m and concluded at 6.00 p.m. every day. The programme was conducted in our Campus. More sessions on Interview Skills will be conducted in the month of January 2012.

We have also planned for a week long CDP session for the Semester I students in the first week of January 2012.

TRAINING CALENDER FOR COMPETENCY DEVELOPMENT PROGRAM 2011 – 2012

Sr.	Name of the Session	Duration / Time	Remarks
1.	Basic Selling Skills	2 nd week of October 2011	For Finance and IT Students
2.	Interview Skills	1 st week of November	All Students of MBA Semester III
3.	Team Working	2 nd Week of November	All Students of MBA Semester III
4.	Interpersonal Skills	3 rd Week of November	All Students of MBA Semester III
5.	Problem Solving/ Decision Making skills	1 st Week of January 2012	All Students of MBA Semester IV
6.	Leadership Skills and Analytical Skills	2 nd Week of January 2012	Selected students of MBA Semester IV
7.	Communication Skills	Ongoing	Students have been identified and Dr. Asha Rao is training them
8.	Attitude Towards Work	Ongoing	Through Guest Lectures

The workshop was conducted by Internal trainers including Dr. Rajesh Arora (Director, DYPIMS), Dr. Asha Rao, Prof. Meenal Rao, Prof. Nandini Desai, Prof. Shilpa Kankonkar, Prof. Vinay Nandre & Prof. Taruna Sharma

Inter Collegiate Cricket tournament

Mr. Amitabh Patnaik, Chairman, Sports Committee

DYPIMS makes history by winning intercollegiate cricket tournament hosted by DYPIMCR on 22nd October, Chikhli after defeating Indira Institute of Management in the Finals. The team comprised of both juniors and seniors. Pradeep Murkute, MBA-II was declared Man of the Series.

Team Members:

Harekrishna Singh (Capt), Shashank, Pradeep Murkute, Vishal Chakre, Alok Ranjan, Jubel Joy, Ankit Langar, Ashish Gaikwad, Sanket, Ankush Sharma, Atul Gophane, Shreyas.

Learning the Techniques of Becoming a Trainer

An Introspection by - Vaibhav Vijay,
MBA – II (HR)

I got an opportunity to assist Dr. Rajesh Arora, Director, DYPIMS in a training session on Stress Management & Spirituality and realized that initial stage of a career is always important to achieve success in later stages. It is important to grab whatever chances you get in life and gain maximum out of the positives as well as negatives of the opportunities you get. As for me, it was my first chance to train and assist a great trainer and facilitator who has trained more than 26000 personnel till date. I was thrilled about the training kit I had prepared as part of my curriculum. I would really thank Ms. Taruna Sharma, for inspiring me to prepare a training kit. It really helped me to understand how training sessions are organized and conducted in the corporate world and how training kits are prepared to be used in practical situation. Being a trainer is never easy; you always have to match up with the expectations of the audience. It was really difficult to understand what content should be used which could really help the audience to eliminate stress from their life. I conducted four sessions which really went well. I was motivated with the response I got from everyone. I would also like to thank Ms. Meenal Rao for including my session in the Competency Development Programme. I am sure that the experience I gained will help me become a successful HR Manager in future responsible for organizing training programme to meet the organizational goals. I thank all for their support and guidance.

Childrens' Day at Nachiket Balgram

Reported by Prof. Vinay Nandre

On November 14, 2011, Institute celebrated 'Children's Day' with The inmates of Nachiket Balgram. Distribution of sweaters, fruits, biscuits, cricket kit and sport equipments was a gesture towards the kids of Nachiket Balgram that 'We Care'.



NSS Volunteers organized painting competition, Essay writing competition and various games for the children. A cultural programme and dinner was hosted by DYPIMS, which was an inspiration to the students and inmates both. The event was graced by Wg. Cdr. (Retd.) P.V.C. Patil, Executive Director, DYPIMS and Dr. Rajesh Arora, Director, DYPIMS faculty and staff members.

BUDDING ASPIRANTS OF MARKETING

By: Royston Mendonca (rossi_5683@yahoo.co.in) Alumunus DYPIMS

Hello everyone, this is my very first attempt at writing. I have been into Industrial Selling for approximately two and half years and thereby, have garnered valuable practical experience which I would like to share with the budding aspirants like you in the field of marketing. The points I would like to share with you have been observed and treasured during my academic as well as professional tenure.

Theory- As much as it is important to know the theoretical part of marketing- the Basics and Concepts of the overall Marketing View to lay a solid foundation for your future in marketing ventures. I request you to improve your communication skills and enhance your overall personality as you would be the face of the company who represents them and most of your customers will identify and relate to the product because of you. So it is critical that you leave a lasting impression in whatever opportunities you get to interact with them which includes- telephone etiquette, written communication, and fluency in verbal communication as well as your attire.

- **Computer Literacy-** Make the most of these 2 years to improve your command on MS Office and try to participate in as many presentations and discussion as possible which will go a long way in boosting your confidence. If you hide yourself behind your batch mates then you will search for hiding place even during your professional career wherein you have to attend negotiations with one of the bests in the market and give product presentations to people who have been there for a long period.
- **Perseverance-** Industrial selling consists of basically two categories viz 1) Capital Sales 2) Consumables. When we consider Capital Selling, you have to be patient. As the product incurs Capital Expenditure, the decision to buy the same keeps on lingering depending on the budget approvals and other such management decision and sometimes an enquiry is live for even a year without any decision being taken on it. You have to be in constant touch with the client to get any updates and this is where your diary comes into picture to note down every discussion. You have to be on your toes every moment or else you will only get to know about the order loss to your competitor who was more persistent than you.
- **Regional Language-** Your ambitions may land you up in different geographical locations and wherever you are you would be interacting with local clients most of the time so it is critical for a marketing guy to be able to communicate in the language which the customer is comfortable with as it creates a soft corner- you have probably learnt about the emotional quotient to acquire a customer.
- **Hard-work-** Everybody after completion of their Masters Degree want to be managers and i would not blame them but then, unless and until you work at the grass roots and know the market that you would be targeting, it would be very difficult for a manager to design any strategies, as a manager is always at the mercy of team mates for any market related information. If you are oblivious to the market scenario, then the sales team can take you for a ride and you would never know about the actual problems faced by your team mates. So try to understand the market through initial hard work which will bear fruits later on. You can design branding strategies and advertising strategies only when you know your product, competitor and the customer well. Sometimes you have to undergo back breaking traveling to cover a big region handed over to you which can be taxing to your body, so you have to be prepared. People who don't like traveling should not even think of venturing into this field.
- **Adaptability-** As a marketing person, you have to be very adaptable to different cultures of different geographical locations. You cannot and should not throw tantrums about the food, accommodations, transportation so on and so forth. You would be encountering different kinds of people which you need to deal with in a calm and composed way.
- **Do not neglect the customer-** There will be times when the product that you are selling exceeds the delivery schedule and the customer depending on his urgency may even lose his temper. You would, at times, have no status to give him due to certain unavoidable circumstances. The easiest way is to not receive the calls and avoid the customer. My request to all of you is- put yourself in the customers shoes and think. If you are buying a car and the dealer is not giving you any status and worst he is not even picking your calls- how would you react? So, never ever try to ignore the customer. Even better, go and meet him personally as that will create a very positive outlook about you in his mind. More often or not he will give the next order to you because of your genuineness.
- **Reporting-** You have to be up to date with your reporting to your seniors or the reporting that you take of your juniors. Do not try to be a bully, in fact try and create a congenial environment within the team so that the team is self motivated. It is very rightly said " The one who fears you present will hate you absent"
- **Honesty-** Be very honest to your job and your responsibilities. You will surely reap the benefits as talent and hard work cannot go unnoticed for a long period of time.

I take this opportunity to wish all the Marketing Aspirants all the very best. Happy Selling!!!!

Workshop on Self Awareness

By Dr. Asha Vijai Rao

A workshop was organized on 8.10.2011 from 1000 to 1700 Hrs. by Training And Development Department to develop the personality of the MBA-I students of DYPIMS under the guidance of Mrs. Shalini Arora, Chairperson, TQMS Global, Mumbai.

Mrs. Shalini Arora explained, " Self Awareness is having a clear perception of your personality, including strengths, weakness, thoughts, beliefs, motivation and emotions. Self awareness allows you to understand other people, how they perceive you, your attitude and your responses to them in the moment. It is the first step in creating what you want and mastering yourself. It helps you to see the controls of your emotions, behavior, and personality so you can make changes you want. Until you are aware in the moment of controls to your thoughts, emotions, words, and behavior, you will have difficulty making changes in the direction of your life. Making changes in your behavior is much easier to do when you catch them early in the dynamic, before the momentum of thought and emotion has gathered steam.

The changes in your mind and behavior become simple and easy steps when you develop self awareness So -

- ❖ Stop emotional reactions
- ❖ Change core beliefs
- ❖ Quiet the voice in your head
- ❖ develop communication and respect in your relationships
- ❖ create love and happiness in your life.

The students were actively engaged in the workshop by creating 'New Self Image'(How do I see myself -Sunshine or Sun Flowere?) Drawing pictures and writing about self identifying with the strong idols (birds, animals, objects or insects) was a novel experience for the students which was something that kept them thinking, asking imagining and enquiring all the time. It also kept the students actively involved in the activities of the workshop.

The Students expressed their gratefulness to Prof. Chandrashekhar Kalshetty for organizing the workshop and to Prof. Shalini Arora, for involving them in a wonderful image building workshop.

Summer Project Report at A Competition Conducted By Marathwada Mitra Mandal

Reported by Nadeem Ansari

I have participated in summer project report presentation competition conducted by Marathwada Mitra Mandal, College of Engineering. I have presented my report on "Brand Awareness & Brand Image of DHL international courier service". It was a seven minutes presentation where I had to explain the topic and the research done with the help of power point presentation. There were 10 panels and in each panel there were 10 members to present their topic. One candidate was to be selected from each panel for final round and the winner was to be selected from the 10 finalist.

It was a great experience to go to other colleges and participate in the events organized by them. I come to know about the activities and my strengths and areas to improve. The new environment and mixing with students from other institutes built my confidence level and helped in developing critical thinking.

With the aim of excellence, I bring beauty and quality into each word and action

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