

## International Conference-2012

### Service Led Inclusive Growth: To be or not to be?"

Taking forward the glory of JIMS across national borders, JIMS organised an international conference on the 11<sup>th</sup> of February, 2012 at PHD Chamber, August Kranti Marg, New Delhi

The conference was inaugurated in the presence of the guests of honour- **Mr. Ajay Chagti**, (Addl. Secretary (Home), Government of NCT (Delhi); and **Mr. V. K. S. Chauhan**, (Addl. Secretary (Vigilance), Government of NCT Delhi).

**Dr. J K Goyal** (Director, JIMS) accorded them a warm welcome and expressed his gratitude. The Conference Convener, Mrs. Pooja Jain (Associate Professor, JIMS) gave an introduction to the topic of the conference "Service Led Inclusive Growth: To be or not to be?"

The guests of honor were invited to share their views over the topic after which Dr. Madan Mohan (Dean, PGDM, JIMS)

extended his vote of thanks to all the guests and experts. **Sh.**

**Manish Gupta**, Chairman, JIMS and Dr. J K Goyal (Director, JIMS) released the Conference proceedings.

The next session began with a panel discussion on 'Service led inclusive growth' which was moderated by **Prof. O. P. Chopra** (Ex-Dean; Faculty of Management Studies, Delhi University). Other experts on the panel were- **Mr. Ajay Sahai** (Director General & CEO, Federation of Indian Export Organizations);

**Mr. Rajeev Gupta** (Managing Director, Resource Development International); **Mr.**

**Rajesh Bansal** (Assistant Director

General, Unique Identification Authority of India); **Mr.**

**K.B. Aggarwal** (Principal Secretary Govt of Jammu & Kashmir) and **Ms. Sruti Shankar** (Asst. General Manager, Reserve Bank of India). At the end of the panel discussion, the house was thrown open for questions from the audience. This ensured adequate participation of all students as well as faculty members.

The next segment of the conference, technical sessions were conducted in parallel tracks. The topics of these tracks were:

- Current trends in services
- Inclusive globalisation via services
- Invisible innovators
- Cross country comparisons

These sessions were chaired by **Prof. A.S. Khullar**, (Professor, NIAR, Lal Bahadur Shastri National Academy of Administration, Mussoorie), **Prof.**

**M.S. Chaudhary**, (Retd. Director, Maharaja Surajmal Institute, Delhi), **Shri. Satyanarayana G V V** (Associate Vice President, ISBU, Noida) and **Shri. Abu Osama** (Consultant (MGNREGA), UNDP).

Participation in the 'paper presentations' was heartening. The chairpersons of the technical sessions and the paper presenters were gratified and awarded during the valedictory ceremony. Dr. J K Goyal, (Director, JIMS) presented his vote of thanks at the end of the ceremony and concluded with a hope that India and the rest of the world would soon achieve inclusive growth.



## Editorial

The spring has set in, bringing an end to the financial year and the final trimester for students. Tax fever and exam fever are the most prevalent and contagious diseases of this season. To escape them, we at JIMS made all possible effort to add colour and fervour to this weather. The bollywood connect with KAREENA and IMRAN was a treat to the students appetite, while VERVE added sugar and spice. The International conference successfully hosted by JIMS gave a perfect dressing to the palate. To bring back the times lived, I invite readers to take a trip through the eventful quarter @JIMS.

- Ms. Mansi Arora Madan,  
Editor

# Academic add-ons

## E-CELL TARKASH - "Challenges faced by an Entrepreneur in Starting a Business"

In continuation of the tradition to prod young minds, JIMS' E-cell, "TARKASH" organized a session titled "Challenges faced by an Entrepreneur in starting a business" on the 28th of January, 2012. The session received a great response with many students attending the session.

Entrepreneur **Mr. Amit Sharma** (CEO, Avenir labs and Vouchersmate.com) graced the event and shared his valuable insights with students.

Mr. Amit Sharma, a 'technopreneur' with defence background, made the session extremely interactive. While addressing queries from students he urged them to be courageous and take risks and develop a clear vision for the future.

He highlighted the high earning potential of an entrepreneur and at the same time asked students not get deterred by difficult circumstances.

By the end of the session Mr. Amit, apart from enhancing the knowledge of students also managed to motivate them.

## Bizz N Bytes - The It Club

To provide practical overview of Business Environment, Bizz n Bytes- the IT Club of Jagan Institute of Management Studies organized a Business Simulation Game on the 4<sup>th</sup> of February. The game required students to implement Marketing, Finance and HR strategies in a virtual business environment with the aim to earn maximum profit by optimum utilization of resources.

**Prof. R.P. Maheshwari**, Director General, JIMS gave the inaugural speech and congratulated the coordinators for their sincere efforts in organizing such events.

Participants were given 15 minutes to get accustomed with the game by playing the demo and clear all doubts if any. Participants had to apply Class Room concepts like 'Cost effectiveness', 'Positioning of the product', 'Pricing strategies', 'Demand and Supply' etc. Prof. R. P. Maheshwari, Director General, JIMS & **Dr. J.K. Goyal**, Director, JIMS appreciated the creative event which saw the participation of 21 teams.

After the allotted time elapsed and the scores were calculated, **Dr. Madan Mohan**, Dean, JIMS announced the winners who were rewarded with Certificates and Cash prizes.

## Business Plan Contest

JIMS' E-cell "TARKASH" organized a "Business Plan Contest" on 16th March, 2012 to give students a platform to showcase their creativity.

### Ms Aparna Datta

**Bakshi** was the judge for the event. She has served in HPCL for more than 22 years at the designation of India Head (H.R). Now she is a consultant to many corporate.

13 teams comprising of PGDM, BBA & BCA students participated in the competition. The excited students came

up with different plans and presented creative ideas of entrepreneurship. It left students motivated to participate in such events in future.

The two best teams declared were:

- Karan Dhingra, Jeet Khandelwal, Ishaan Shukla (PGDM 1st year) 1st prize Rs 1000.
- Atul Sanwal, Himanshu Kapoor, Anshul Mangla (PGDM 1st year)- 2nd prize Rs 500.



*Post Master in a post office told to a woman, "You have to put another stamp on this letter as it is too heavy. The woman replied, "How would an extra stamp make it lighter."*

# Workshops

## National Healthy Lifestyle Day

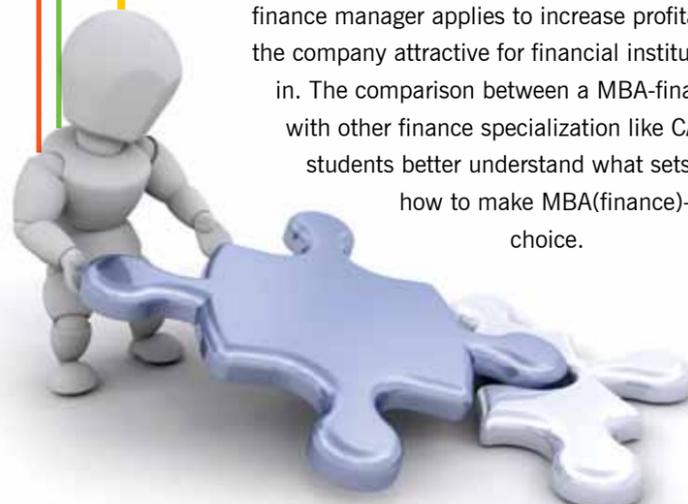
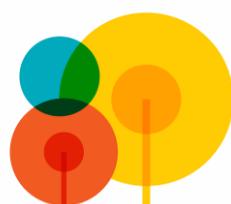
It's a very old saying & fact that prevention is always better than cure and we always wish to see our students' healthy today & tomorrow.

JIMS celebrated the 'National Healthy Lifestyle Day' by organising a workshop in association with Jaipur Golden Hospital, Rohini on 17th Feb, 2012 to stress the importance of a healthy lifestyle. The programme was attended by PGDM students, faculty members and staff. Dr. Rajiv Anand (DM), (Neurology) presided over the session and emphasized how meditation can be useful for keeping the mind healthy. Keeping in view the need for awareness of a healthy lifestyle amongst the youth and the stress they need to cope with, the workshop was a much needed one. The programme tried to inculcate that adopting a multi pronged approach aimed at fostering a 'support environment' would help everyone practice a healthy lifestyle.

## Career Opportunities in Finance

To bust some myths and do away with some apprehensions amongst students regarding "Career Opportunities in Finance" JIMS invited Mr. **Jitendra Duggar**, CEO & Executive Director of Go Go International, Bangalore on 29<sup>th</sup> Feb, 2012. Mr. Jitendra Duggar made students aware of various opportunities available in the field of Finance and discussed various profiles available in sectors like Banking, Insurance & Manufacturing among others. He also highlighted the various skills that companies today expect from a MBA-Finance graduate.

Citing many examples, Mr. Duggar shared tactics that a finance manager applies to increase profitability and make the company attractive for financial institutions to invest in. The comparison between a MBA-finance graduate with other finance specialization like CA, CS etc helped students better understand what sets them apart and how to make MBA(finance)- the preferred choice.



Did you Know?

The Barbie doll's full name is Barbara Millicent Roberts.

### Inner Beauty by POND'S

"POND'S" conducted a workshop on "Inner Beauty" in JIMS on 2nd March 2012. The experts tried to educate the audience on the importance of 'inner beauty'. In their view our day to day lives are governed by feelings and emotions from within. Therefore we all must strive to become beautiful from within to develop better personalities. The workshop was attended by students as well as faculty

and other staff members. The audience was treated to a presentation accompanied by live examples.

Presentation skills and aspects of personal grooming such as facial expressions, posture, gestures etc were also discussed by trained professionals. They also highlighted the importance of developing pleasing personalities for one's life and career.

The workshop gave an opportunity for students to interact as well through questions. Few lucky winners were announced at the end of the workshop and were given exclusive beauty kits while the remaining students

received ponds kits.



### Statistical Package for Social Sciences (SPSS)

JIMS organized a two day Student Development Workshop on SPSS on 15th and 16th March, 2012 for PGDM students. Statistical package for social sciences (SPSS) is popular software used in the field of research for all disciplines in management.

Third trimester students study Business Research Methods to understand the growing importance of research in the corporate world. To provide practical insight into the field with the help of a statistics **Ms. Yukti Ahuja and Dr. Ritu Bajaj** conducted this session on SPSS where students were taught data editing and coding, working out descriptive statistics, graphical representation and techniques of Chi square, Anova and T-test.

It was an interactive session in which students learnt the analysis of statistics with the help of SPSS software.

### New Business Media

Jagan Institute of Management Studies organized a workshop for PGDM – International Business students, titled NEW BUSINESS MEDIA on 17<sup>th</sup> March, 2012. The workshop was conducted by **Mr Deepak Goel**, Co-Founder & CEO -BFG Corporation Founder Governing Council-iMET Global.

The workshop was conducted throughout the day. The Key Areas of the workshop were:

- How the Web has influenced buying behaviour.
- Five "paths" to provide ideal information, which buyers seek.
- Developing strategy to relate online tactics to a company's bottom line.
- Meaning of "valuable content" and how to create it.
- Constructing an online marketing machine and using social media tools

Pre-Lunch technical sessions were organized on fundamentals of E-Business, Process of Making a successful Online Business, insights into developer's world, Web Marketing & Advertising by Mr Deepak Goel.

In the post Lunch session **Dr Amit Nagpal**; Chief Mentor at Nailbites & Social Media Trainer and Personal Branding Consultant, IAMAI deliberated upon Total Content Strategy & Online Branding & Modes, Vehicles of Promoting E-Business.

The final Session was conducted by Mr. Deepak Goel on how to Design an E-Biz Model.

This workshop enabled students to understand how businesses define their goals and develop a strategy to attract the customers they want. It was a great learning experience for faculty & students.



### Information Security System Software and Ethical Hacking

On 20th March 2012 a workshop on "Information security system software and Ethical Hacking" was conducted in Jims. The key note speakers of the workshop were from VMDD Technologies, a company which delivers total engineering solutions.

Mr. V.K Shukla, Director, Mr. Devanshu, Project Head and Mr. Praveen Assistant Manager and Technical support were the panellists. The workshop's focus was on design and development of software which are extensively used in the corporate world. The workshop was extremely important for students of information technology as well as the faculty teaching IT subjects.

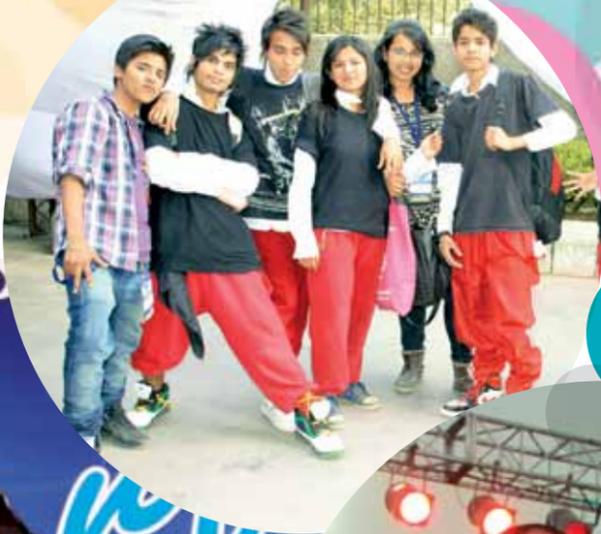
The workshop was interactive and turned out to be a knowledge pool for 2nd and 4<sup>th</sup> Semester MCA students who also got an insight on the significance of security systems in organizations. Hacking of systems, protection against it, significance of security, various softwares for protection and the concept of ethical hacking (done to fix system vulnerabilities, undertaken by certified hackers) were other highlights of the workshop.

The students and teachers gained a lot of valuable information through this workshop.

### Case Study on Russy Modi

Under the guidance of Prof. S.C.Kapoor a workshop to study a case on Russy Modi was organised on the 17<sup>th</sup> of March at JIMS. This HR session was open to all PGDM, 1<sup>st</sup> year students. Industry experts, **Mr. Bharat Chabra** and **Mr. Anand Pratap** were also present to mentor the students.

Some of the issues deliberated in the session were- philanthropy as a talent of an HR professional, need fulfilment of workers and the importance of human relations in a company and citing examples for the same from the Russy Modi's career with the Tata Group. Mr. Bharat shared his insights on the case as well and students themselves were keen in making observations which made the session very interactive. This Session left students with a new perspective towards human resource management.



## “Verve”-2012

The euphoria of the annual cultural fest was back at JIMS on the 22<sup>nd</sup> and 23<sup>rd</sup> of March. The energy of the youth and the intellect of a modern manager combine to make these two days, the most anticipated one's throughout the year. This time was no different. With events ranging from dance, music, dramatics, fashion shows to strategy games and puzzles, students had ample opportunity to showcase their talent and enjoy the fest to the fullest. The event received an overwhelming response from over 75 colleges of Delhi and NCR region. It put to test not just the mental ability or logical reasoning but also the spontaneity and other soft skills of students. The students treated this fest as an opportunity to express themselves and experience as well as learn what books may not contain. These couple of days gave students memories to cherish for the rest of their lives.



## Anugoonj 2012

Jagan Institute of Management Studies was the proud host of the Zonal prelims for 'Anugoonj 2012'- The Annual Cultural Festival of Guru Gobind Singh Indraprastha University held on 24<sup>th</sup> and 25<sup>th</sup> January.

(Hon) **Prof. R. P. Maheshwari**, Director General, JIMS; (Hon) **Dr J.K. Goyal**, Director, JIMS; (Hon.) Prof. **(Dr.) V. B. Aggarwal**, Director (Info Tech), JIMS were The Guest of honour for the event.

At the inaugural ceremony (Hon) Dr J.K. Goyal pointed out how important such festivals are in unearthing the hidden talent of students while (Hon.) Prof. (Dr.) V. B. Aggarwal highlighted that these events make students learn what they would not find in books.

Excitement was at its peak with events and competitions such as The Fashion Parade, musical and dance events, dramatics, fine arts, literary events and Mr. & Ms. Anugoonj. Along with JIMS, 17 GGSIP University affiliated institutes were also a part of this excitement.

If the debate raised temperatures, music and dance made a sense of calm prevail. Rangoli added colour while collage making brought creativity to the event.

**Mr. Sunny Seth**, Assistant Professor, JIMS (Anugoonj: Zonal Coordinator) delivered the vote of thanks. He extended his gratitude to all student coordinators and Faculty members of JIMS for their support and cooperation in making the event memorable.



“You have done a great job”  
means  
“More work to be given to you”



# Knowledge Outsourced



## Zara Interacts with the Retail Students

Learning with fun is how PGDM (Retail & Marketing) students would describe their interaction with the executives of 'Zara', the world renowned Spanish fashion brand. The guest lecture was held on March 1, 2012.



**Ms. Betty Hygrell** (International HR) and **Ms. Neha Malhotra** (HR-India), Inditex (parent organization of global fashion brand Zara) visited the JIMS, Sector-5, Rohini, campus for interaction with faculty and students.

The students were acquainted with the enormous potential and the unique features which the Retail & Marketing sector offers.

Students of PGDM (Retail & Marketing) gave a presentation on the brand 'Zara'. Ms. Neha, in her address, shared some of the HR policies, the work culture followed and the opportunities

(live projects, summer internship projects) students can avail in Zara India. While Ms. Betty, congratulated students for the excellent presentation. She discussed some strategies that have made ZARA the top fashion brand. Students also got an opportunity to interact whereby they tried to better understand supply chain, sourcing, pricing etc. The workshop was both enlightening and fun.

## Brand Management

A guest lecture on "Brand Management" was organized for PGDM (International business/Retail & Marketing) students on 15<sup>th</sup> March, 2012. The Guest speaker was **Mr. Bashab Sarkar**, ED & CEO for BEI Confluence group.

The key area of concern of the workshop was making students aware of the scope, principles & job prospects in the field of 'Branding'. Mr. Bashab Sarkar explained how right branding attracts the right target audience. Using the right marketing techniques to create an image in the minds of people is the first phase of brand marketing. If the Marketing is done correctly and in the right proportion it becomes a factor that makes consumers prefer a particular brand over another. He went to add that the competition amongst different companies selling the same brand and trying to differentiate their product from the competitors is the core area where brand management works and aims to fulfil wants and desires of consumers.

The guest lecture was fruitful for both the students as well as staff members who left with a much better understanding of the attributes, significance and development of a product and how branding influences all these facets.

# Industry Academia Interface

## Delhi Retail Summit - 2012 "Jims Cohosts Delhi Retail Summit 2012"

JIMS partnered the Retailers Association of India (RAI) to organize the first ever DELHI RETAIL SUMMIT - DRS 2012 at THE PARK hotel, Connaught Place, New Delhi on 24th February 2012. The key objective of the summit was to discuss and decipher various nuances of the retail industry in India such as the business scenario, new age multi channel retail, digital media, skill development initiatives in retail



and also to understand the government's perspective on the industry.

DRS 2012, witnessed the participation of over 200 delegates comprising of business leaders from the retail industry, government dignitaries and skill creation bodies. Some of the key speakers in the summit were **Mr. Vikram**

**Bakshi**, MD, McDonalds India (N&E), **Mr. Rajan Anandam**, MD, Google, India, **Mr. V.D. Wadhwa**, MD, Timex watches, **Mr. Sadashiv**

**Nayak**, CEO, Future value retail Ltd., **Mr. L. Prabhakar**, VP-HR, ITC Agro, **Mr. Rahul Chadha**, MD, Religare Wellness.

The students of Retail management of JIMS volunteered to help conduct the event successfully. For the students as well as faculty members it turned out to be as a great learning experience.



# Industrial Visits

## Retail Store Visit to 'Moments Mall'

On 6th Feb, 2012, PGDM (Retail & Marketing) students visited 'Moments Mall', Kirti Nagar, Delhi for the onsite Retail workshop. The purpose of the visit was aimed at giving practical exposure to students on various aspects of organized retail. They were accompanied by Dr. Ritu Bajaj, faculty, who gave a demonstration to the students on store layout & designing, atmospherics and merchandizing. Students were divided into groups of five and each group was assigned a short project related to different retail formats. The groups were supposed to study the front end operations, space utilization, visual merchandising etc of each format and list the positive and negative aspects of the same. It was a great learning experience for the students which left them yearning for more.

## Maruti Udyog Ltd, Gurgaon on 17th February, 2012

JIMS' PGDM students (section c) got an opportunity to visit Maruti Udyog Ltd, Gurgaon on 17th Feb, 2012. The attendance for the visit was heartening which indicated the eagerness amongst students to make the most of this opportunity.

On reaching the plant, the Deputy Manager (PR) under his supervision explained the entire production procedure. The students took a tour of the plant and experienced the production of cars with child like exuberance.

Later there was also a question-answer session wherein all queries of students were addressed. The visit also helped the students gain invaluable knowledge about how Six Sigma, Total Quality Management and Kaizen techniques help a company achieve high quality error-free production continuously. A first hand experience of the industry, that too from a renowned company and the amount of knowledge they gained made the visit worthwhile for students.

# Our Annual Conventions

## Cynosure 2012

Jagan Institute of Management Studies, Rohini organized its Annual Technical Fest - **Cynosure'12** on 22<sup>nd</sup> and 23<sup>rd</sup> March, 2012 at its campus.

The Department of Information Technology structured this event and made it a grand success under the guidance of **Ms. Suman Madan**, Assistant Professor (IT). The purpose of this event was to provide a platform to all the IT students to participate, hone their skills and come upfront with their technical ability. The event granted an opportunity for the students to exhibit their knowledge and talent to the proficient judges.

Two day fest included different events such as LAN Gaming, Website Designing, Photoshop Poster Design, Secret Code (Cryptography), Code Debugging and Unravel the query (SQL). More than 20 colleges, in and around Delhi, participated with complete anticipation and enthusiasm.

The event received the overwhelming response from the participants as well as spectators. JIMS shall continue working hard to upkeep its image of holding exceptional events in the years to come.

## Prastuti 2012

Jagan Institute of Management Studies proudly hosted PRASTUTI 2012 on the 18<sup>th</sup> of February. The theme for this year's Annual Presentation Contest was "**Innovations for sustainable development in the Digital Age**".

The Chief Guest for the event was Hon'ble **Dr. Bhaskar P. Joshi**, Registrar, Guru Gobind Singh Indraprastha University (GGSIU). **Mr. Deepak Gupta**, Vice Chairman, JIMS; **Dr. J. K. Goyal**, Director, JIMS & **Dr. V.B. Aggarwal**, Director (InfoTech), JIMS also graced the occasion. Ms. Deepshikha Aggarwal, Faculty, JIMS was the Event Coordinator.

Dr. V. B. Aggarwal, Director (InfoTech) gave the welcome speech and stated how proud we all should be to organize this national presentation contest and linked the advancement in Information Technology with achieving sustainable growth.

The contest provided a platform for students to inculcate a culture of research and development and to showcase their presentation skills. The competition was open to all undergraduate students from various colleges all over India. It was held in two segments: presentations designed to illustrate and explain a concept, theory, or research discovery and presentations that highlight an application of IT and/ or Management Concept.

The **first prize** was bagged by **Sukhdeep Singh & Dvyanshu Mishra** - AMITY, NOIDA. The **1st & 2nd runners up** were **Shivanshu Jindal, JIMS** and **Kshitij Bansal, Law University, Punjab**, respectively.

The Contest received an overwhelming response and more than 20 colleges participated in the contest. Such contests aim to nourish the talent of students and help them present their thoughts in a more lucid manner.

*From an investor, on the markets: This is Worse than a Divorce, I have Lost Half of My net Worth.....and I Still Have a Wife!!!*



# Moments Relived with Our Alumni

## Convocation 2012

On the 21<sup>st</sup> of January, 2012 Jagan Institute of Management Studies organised its 17<sup>th</sup> Annual Convocation Ceremony to award degrees to the Master of Computer Applications (MCA) batch of 2008-2011. Diplomas to the Post Graduate Diploma in Management (PGDM) batch of 2009-2011 were also awarded.

The chief guest for the day was **Mr. J.P. Dua**, CMD, Allahabad Bank. To grace the occasion were also present **Mr. Manish Gupta**, Chairman, JIMS; **Prof. R. P. Maheshwari**, Director General, JIMS; **Dr J.K. Goyal**, Director, JIMS; **Prof. (Dr.) V. B. Aggarwal**, Director (Info Tech), JIMS.

Mr. Manish Gupta made the inaugural address and congratulated all the students. In his speech he emphasised the importance of education and the responsibilities of the students towards the entire nation- "It is a big moment for you and you all should enjoy it thoroughly. But one thing that you should always

remember is that you represent the nation as a whole, and the onus of taking this country forward is on your shoulders. Education is key to success and you have to make yourself responsible enough to do justice. Make proper goals for yourself and work hard to achieve them." Prof. R. P. Maheshwari, while making the welcome speech, congratulated and extended his best wishes to all students. During the felicitation ceremony students, adorned with the contemporary graduation attire received their degrees, certificates and mark sheets from the Guest of Honours. The colourful robes and caps brought a smile on the face of everyone present.

Gold Medals for excellence in academics were awarded to:  
**Ms. Sonali Mittal, PGDM Batch (2009-2011)**  
**Ms. Anika Suri PGDM Part Time (2008-2011)**  
**& Ms Gunjan Aggarwal MCA Batch (2008-2011)**

Mr. J.P. Dua, CMD, Allahabad Bank congratulated students as well as the college on the success of the convocation ceremony. In his captivating speech he said: "The country owes a deep debt of gratitude to JIMS for its vision in establishing such a fine Institution and providing quality education."

Dr. J. K. Goyal gave the Vote of thanks and extended his best wishes to all students.

Excitement for the future and nostalgia of the past left everyone with mixed emotions by the end of the ceremony.



# Management Development Program

A management development program was conducted by **Mr. Cherian George**, head MDP cell, on the 24<sup>th</sup> of March in JIMS, sector-5, Rohini. Along with the introduction to the session Mr. George welcomed the participants and all the eminent resource persons.

The program was divided into three sessions. The first two were conducted by **Ms Yukti Ahuja and Ms Pooja Jain** while the third session was handled by Sudhir. The topics covered in this MDP included characteristics of services, customer retention v/s customer acquisition, CRM as a strategy, benefits of CRM and selecting the right CRM.

The sessions were not merely classroom programs rather extremely interactive with emphasis on case studies and other activities. Dr. J.K.Goyal made the concluding remarks while Mr. Cherian George delivered the vote of thanks. Participants were given certificates at the end of the session.

The key resource persons were **Mr. Ajay Isaac, Ms. Honey Gangooli, Ms. Nitika Gupta, Ms. Aastha Ratra, Mr. Sunil Gautam, Ms. Nidhi Sharma, Ms. Minu, Mr. Nandan Singh, Mr. Komal Panvanda, Mr. Rajesh Pd. Verma, Ms. Ketki Ghelani, Ms. Shilpa Kapoor, Mr. Sujash Kumar Sarkar, Ms. Anjali Kapoor, Mr. Ajay Shashtri, Ms. Anju Mathur and Ms. Swati Goel Dayanand Mathur.**

Some of the organisations the delegates belonged to are Alpine Energies, National Centre for Trade Information, Birla Soft Pvt. Ltd., Try Foundation, Directorate of Estates, All India Plastic Industries Association, DCRUST etc.

## 'Excellence in Stores Operations' (ESOPs)

Excellence in Stores Operations (ESOPs), a Management Development Programme (MDP), was organized by Jagan Institute Of Management Studies along with Retailer's Association of India (RAI). The Workshop was conducted on 2nd & 3rd February, 2012.

The Program was designed by Retailers Association of India (RAI) on Excellence in Store Operations, which focused on the means of achieving great retail performance by virtue of enhancing store productivity and store profitability.

The Guest of Honours were - **Rakesh Narula**, President T&D, SSIPL Retail Limited; **Sathish Bhat**, Partner – B S Nagesh Consultants; **Dr. J. K. Goyal**, Director, JIMS, **Dr. Sumesh Raizada**, Dean (Retail & Marketing), JIMS, **Dr. Madan Mohan**, Dean, JIMS.

Dr. J. K. Goyal, Director, JIMS made the inaugural speech followed by the floral welcome of the guests of honour. He commented on the efficiency of the Retail Sector. He was also of the view that MDP plays an important role in the field of management studies.

The session was attended by over sixty delegates from around 10 Retail Organizations such as SSIPL, Madhura Fashion & Lifetime, Best Seller, Gili India Ltd. (Gitanjali Group), Reliance Communication, Infinity Retail Group – Chroma (A TATA Group), Spencers, etc. The Program was a great learning platform for Retail Store Managers, Assistant Store Managers, Department Managers, students and all those even remotely associated with the field of retail.

On the first day, Workshop included a module on Store Manager - a mini CEO: Understanding Roles & Responsibilities which was conducted by Rakesh Narula, President T&D, SSIPL Retail Limited. The other topics were "Managing Store Profitability" by Sathish Bhatt, Partner – B S Nagesh Consultants and "Instore Visual Merchandising" by Ashmit Alag, Director of Education, Academy of Applied Arts.

The key speakers for 3rd February 2012 session were Sajjad Shaikh, National Head - Retail (CS), Aircel Limited. His workshop focused upon "Managing Store Profitability" and Pooja Makhija, MD, Fashion Futures Ltd conducted her workshop on "Understanding Buying & Inventory Management in the store".

The MDP received an overwhelming response. Dr. Sumesh Raizada, Dean (Retail & Marketing), JIMS delivered the vote of thanks and extended his gratitude to all the speakers and participants.



## Student Speak

### Old, No Longer Gold?

“**Natasha Dudeja, PGDM-I** - "After hearing a lot about people asking our cricket legends to retire and make way for youngsters, I have now started to strongly disagree. They still look sharp and in form with their batting as well as in the field. I also feel they can help the younger lot with their experience. It is great for Indian cricket to have experienced cricketers around while new blood comes through. At the end, the achievements of our cricket legends should be enough to let them decide when they should retire.”

“**Mohit Marwah, BBA-II** - "Indian cricket would not be able to survive in Tests without their favourite warriors. Just a couple of appalling performances in England and Australia should not be held as the parameter for the retirement decision. We need to realise that another set of 8 players were also on the same team and the disaster should be shared equally, not just by the heavyweights of Indian Cricket(Tendulkar, Dravid & Laxman).”

“**Mohit Nenwani, PGDM-I** - "When great cricketers or sportsmen retire it should make the fans ask 'why' rather than 'why not'. Age is not and should not be the criteria. It is unfair how our legends are being singled out for poor performance. As usual, the Indian fans tend to respond in extremes. Bad results in some matches should not imply that these legends should retire.”

“**Piyush Kalra, PGDM-I** - "I think this is a call that should be taken by these great players. If these legends do not step down gracefully, young cricketers today might miss the opportunities to become legends of tomorrow. Fitness levels of players should also be a factor to ponder upon. If they have slowed down, as one normally does on reaching 39/40, they must think of quitting the game. Clearly they are motivated to play but one must also be realistic and try to unearth new legends.”

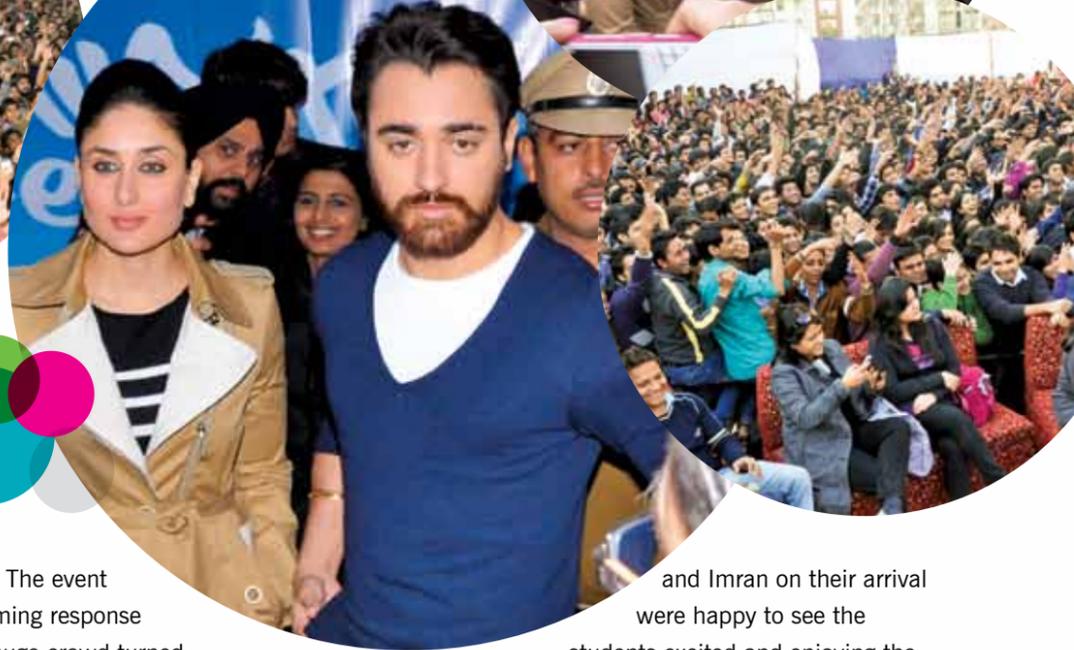
“**Rahul Sharma, PGDM-I** - "I think Indian cricket does need change. One cannot stay in status quo forever. There is timidity in our approach towards the stature of certain cricketers. Like a soldier, every great player thinks of nothing but to serve his country. But change is inevitable. One must keep the bigger picture in mind and make way for the young blood to test their mettle. However there is no need to push these cricketing greats down the slope. We should allow them to realise and come down gracefully from the summit they helped Indian cricket scale.”

“**Danish Mehra, PGDM-I** - "I am a person who believes that experience does matter and hence I believe that senior cricketers are an asset to the team and not a liability. But it doesn't mean that I am taking away the credit from youngsters but I feel that passion of youngsters and experience of seniors have made the Indian Team a Cricketing super power.”

“**Sukhomoy Banik, PGDM-I** - "Two out of the "fab-four" have already hanged their boots but the board and the remaining aged cricketers must also understand that proper exposure and opportunities ought to be given to younger lot. So that they get too get an opportunity to showcase their talent before it gets too late. The likes of Kohli, Raina, Rohit, Pujara, and Tiwary are waiting in the wings. We all know how talented they are. At some point in time everyone has to come down the hill. It is better you retire when you are at the peak rather than being a burden on your team.”

Did you Know?

Money isn't made out of paper. It's made out of cotton.



## Kareena Kapoor & Imran Khan

It was a treat for movie buffs when film stars **Kareena Kapoor and Imran Khan** visited JIMS on the **8<sup>th</sup> of February** to interact with the students. Jagan Institute of Management Studies was proud to welcome the two bollywood icons. The students were delighted that the crew of **"Ek Main Aur Ek Tu"** chose JIMS for their promotion. After long hours of anticipation the cast and crew arrived at the JIMS Sector -5 Campus, late in the evening and made the

atmosphere euphoric. The event received an overwhelming response from the students, a huge crowd turned up to have a glimpse of the two leading actors of bollywood- Kareena Kapoor & Imran Khan. Before their arrival students made the most of the 'Jam session' conducted for them. They danced to the tune of the latest bollywood numbers. Kareena

and Imran on their arrival were happy to see the students excited and enjoying the event. They interacted with students and appreciated the efforts that behind putting up a successful show. The actors distributed DVDs in a bid to promote their movie and left everyone overjoyed to see reel life become real.

**Did you Know?**

A 75 year old person will have slept about 23 years.



## We are proud of

### Anugoonj 2012 Zonal Results - Zone 2

- ★ **Street Dance:** BBA-I won the second prize.
- ★ **Folk Dance:** Kunal Anand, Sanmeet Singh, Mohit Tyagi, Diksha, Gagan, Yash, Shivani, Pulkit, Gurpal, Harkiran, Shreya, Anuj of MCA stood first
- ★ **Vocal Solo:** Rishabh, MCA-I won the second prize
- ★ **Rangoli:** Rashi Goel and Priyanka BCA-I won the first prize.
- ★ **Poetry:** Dipanshu Asri, MCA-I won the second prize in Hindi and English poetry respectively.
- ★ **Ms. & Mr. Anugoonj:** Dimpy and Atul, BBA-I
- ★ **Fashion Parade:** JIMS sec-5 team Akansha Swarup Gupta, Kirti Mishra, Sneha Bhatia, Abhinav, Dipanshu, Nishant, Gaurav, Varun, Amrit, Lakshika, Nidhi, Samarth won the second prize.

### "Spandan National Essay Writing cum Presentation Competition"

- ★ **Indus Business Academy, Greater Noida.:** Yuvraj Singh Shekhawat (PGDM 2011-13) was awarded the first prize

### 4th International Conference of Management and Behavioural Sciences, Jodhpur

- ★ **Akshay Malhotra, Vinay Malik and Yuvraj Singh Shekhawat,** got their research paper published in the Handbook of Management and Behavioural Sciences, Volume 6.



*Ali Baba and 40 Thieves were there. But, Now there are Only 30 Thieves. Why? Laid off.. Recession! Job Cuts throughout the world....*



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