



Manthan

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NEWSLETTER FROM FACULTY OF MANAGEMENT STUDIES (FMS), GURUKULA KANGRI VISHWAVIDYALAYA. VOL. 27, ISSUE 14, 2013.

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From the Dean's Pen...

Here in FMS we are trying to put a full stop to rote-mechanical and repetitive learning, as its not very usefull because there is a lot of difference between learning management in classroom and learning management at workplace. We are transiting from classroom to workplace which would really help students to perform from day one in corporate. The newly incorporated course of BBA was a year hit which was proved at the time of admissions, as the FMS beehive experienced the catchy scene of students with muscular arms held the pressing hordes at bay. The doors closed as the clock ticked 11.00 AM and many bejeweled prospects waving admission cards were left stranded outside the door. Inside the conference hall prospects squeezed in a chair, necks craned at the banks of the huge screen projected with the loving memories of FMS as it looked like a concert.

Looking at the economic turbulence, the rupees latest slide is likely to set back the economic recovery in India that had barely begun, the global money managers pulling money out of emerging market of India, projecting on the Indian debt market, saw an outflow of approx. \$486 million of foreign money recently as fund managers are seeing investment opportunities in US. The impact of this trend oozed up in the form of rupees value tumbled to the record low.

So we are abreast with the new issue of our Newsletter "Manthan" showcasing our potpourri. We are eager to hear your suggestions to improve ourselves.


(V.K. Singh)

Our Legacy...

Faculty of Management Studies [FMS] established in the year 1996, is running three post-graduate courses: (i) Master of Business Administration (ii) Master of Business Administration (Business Economics) and (iii) Master of Business Administration (Business Finance). The mode of selection of these courses are through CAT, MAT and CMAT entrance exam conducted by IIM's, AIMA and AICTE. Besides this, Ph.D. program is also running in different areas of management. The Faculty aims at providing quality conscious managerial manpower for the industries and for that purpose FMS aims at developing competent professional managers for ensuring competitive business environment and to infuse entrepreneurial and innovative styles in the future managers.

Besides this, there are multifaceted objectives to research, consultancy and managerial excellence. Marching ahead to the path of success, faculty is providing Wi-Fi environment and video conferencing facility to the students & faculty members. FMS, Gurukula Kangri Vishwavidyalaya, Haridwar is among the best teaching, research and consulting institutions. The Faculty has established itself as a world-class teaching and research institution and is involved in consulting & training programmes for the industry.

The alumni of the faculty hold, Inter alia, top management positions in the best of Indian as well as multinational companies. Besides the professional achievements, FMS provides the ideal setting and background conducive to learning where a student is a treasured asset.

About FMS

FMS an ISO 9001:2008 certified faculty was established in 1996, initially it started with MBA program and in the year 2000 two more programs were added in the course basket. Besides this Ph.D. program is also supporting the academic vibrations, 51 Ph.D. degrees have been awarded since its inception. Nearly 1500 alumnus are working in responsible and strong echelon leadership positions in various MNC's. This year BBA program too favored the academic add ons to strengthen the student fraternity. Faculty aims at developing the competent professional managers for ensuing competitive business environment and to infuse entrepreneurship style in budding managers. FMS is ranked among Indian premier B-schools for its efforts in managerial capacity building. It is also offering training, consultancy and advisory services to professionally managed companies and entrepreneurial set-ups cutting across the whole spectrum of the human resource development.

Events on the plaster

"All play and no work, makes jack a dull boy" is replaced with "All work and no play makes jack a dull boy" is proved to be the omnipresent situation for all the student masses. This calls for the over all development of



Inter university squash championship.

the students, so keeping this in mind the faculty encourages students to participate in the sporting activities. Two of our students Mr. Vineet Dhull & Mr. Pankaj Negi were selected from the entire University to participate in the Inter-University Squash Championship at Gwalior.

Workshop on SPSS-I



Workshop in progress.

huge success as there was a headcount of 140 researchers who tinkered with the practical aspects of softwares used in research.

To enhance the capacity of the researchers and to clarify the hidden facts of research an intensive 2 days workshop on SPSS was conducted by Dr. Pankaj Madan, it was a



Alumni Meet 2012

An initiative taken by us to stay in touch with our alumni and to ensure that our alumni feel connected irrespective of the physical boundaries. These meets have been providing a platform for all alumni to know the progress FMS has made in the years from when they left the faculty. The meets are not only an occasion for the alumni to get nostalgic and relive their college memories but also they help us to maintain the strong connect with our alumni and gain from their knowledge and expertise of the industry.



Dignitaries on dias.

Guest lecture in BHEL by Dr. V.B. Singh



Dr. VB Singh interacting with the students.

Guest speakers from industry have become an important part of the educational experience for the students, and supplement the pedagogical goals of marketing education with exposure to the real world experience of successful practitioners. The inclusion of the guest speaker as one of the pedagogical tool of an overall varied educational experience can enrich the overall learning experience of the student. The benefits of such speakers include enhanced student learning as well improved relations between university/academia and community/industry. These sessions serve as the ideal platform for the students to supplement their theoretical knowledge with first hand perspectives from some of the stalwarts of the industry and also appreciate the different dimensions of handling modern day business challenges.



Mr. D.N. Chaturvedi interacting with the students.

Fiesta Quiz

This is the instinct of the department to organize the B-school quiz competition every alternate year, so this year department organized the 5th Fiesta business quiz competition at national level. There was a voluptuous

response and teams from different parts of the country participated in this mega event being organized by Faculty of Management Studies on 9th February 2013. The chariot driver for the event was Dr. Anil Dangwal a person leathered by creativity and diligence. The main aim of the event was to make the students be aware of the latest happenings around them. The event was divided into 2 parts, written round for filtering out the 5 teams and then finally the five teams came tèt-tèt for the questionnaire



Event on move...

round which was coordinated by Dr. Rajul Bhardwaj. The event was graced by the presence of Prof. S.C.Bagri, V.C., Himgiri Zee University, Dehradun.

Farewell



Stepping out with students.

A farewell party is a party you throw for someone who is leaving. You might give a farewell party to a friend who is moving far away, or to a co-worker who has found a new job. This day is marked as the way of praying for the seniors for their good future ahead and also equally bestowing the memories in the hearts of seniors.

Debaters Lounge

To give life to our mother tongue and make it omnipresent FMS organised the Debate Competition on "व्यवसायिक पाठ्यक्रम के पठन पाठन में हिन्दी भाषा की उपयोगिता" The event was organized on 23rd Feb. 2013 under the stewardship of Dr.



IIT Roorkee receiving its 1st prize.

Vagesh Paliwal, the man well versed in Hindi language. There was a voluptus response from various colleges and universities. The panel of Judges comprising of Prof. S.C.Dhamija and Dr. Radhika Nagrath from Hindustan Times. The results were as under.

First Prize	:	Abhishek Pandey (IIT Roorkee)
Second Prize	:	Deepak Saxena (COER)
Third Prize	:	Priyavardhan Kumar (COER)

Budget Conclave - 2013

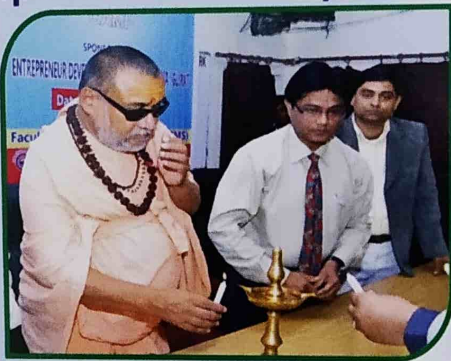


Discussion in progress....

On 8th March 2013, FMS organized Budget Conclave 2013, a tèt-tèt-tèt discussion on the budget-2013. A huge constellation of students participated and dissected the complete body of budget, they also come up with the residue of whether it will be good or bad for common man knowledge, what sectors will be benefited, the loop holes etc. The event was tracked by Dr. Kamal Pant and surmounted by Mr. Rajan Singh, CEO, VIE-Infratech, Haridwar.

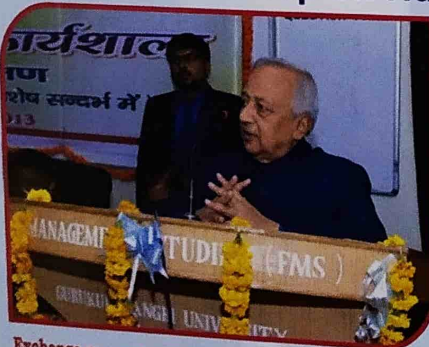
Entrepreneurship Awareness Camp

A series of camps were organized to promote entrepreneurship abilities in the students so they can in place of running from pillar to post can also take the initiative of starting their own ventures and could become bread givers in place of bread earners. The series showed a huge rally of students from different colleges. The event was governed by Dr. Anil Dangwal and Dr. Rajul Bhardwaj. The series was graced by eminent speakers from different horizons who took it as a challenge and tried to infuse the essence of entrepreneurship in the veins of participants.



Lamp lit by Swami Raj Rajeshwarashram.

National Workshop on Human Rights



Exchange moment with Retd. IAS Shri Yogendra Narayan.

FMS, GKV hosted a first-of-its-kind national workshop in joint collaboration with National Human Right Commission from 15th to 17th February 2013.

The workshop spreaded its wings to touch the different sections of the society raging from women empowerment, human rights and our police force, rural empowerment, little & destitute child and their rights, customers and their rights, need of voluntary education and many more.

This mega event was graced by the presence of various top honchos from various disciplines.

At the opening day, dignitaries Shri. J.S. Kochher Joint Secretary, National Human Right Commission, New Delhi, Shri Yogendra Narayan ji (retd.) IAS, Shri Harendra

News Letter from Faculty of Management Studies (FMS)

Garg, CA, Celo Industries, Shri Jyoti Kumar Pandey (retd) DGP and Shri Harish Chandra, senior IAS increased the grace of the occasion.

Researcher Corner GBR



The 9th issue of Gurukul Business Review (GBR) has already been documented on publication space of FMS. The annual referred international journal of FMS, Gurukula Kangri Vishwavidyalaya Haridwar endeavors

to promote and disseminate knowledge in the complex multi-disciplinary management field. The journal encourages theoretical and empirical research papers and article of relevance to both academicians and practitioners.

Teacher's Day Celebration

On 5th September 2013, Teacher's day was celebrated with full pomps & shows by our would be managers.



Mr. Harish Rawat presenting the 8th issue of GBR.



Teacher's day celebration...

Salute to your Dedication :



We are really overwhelmed to state the achievement of receiving the best teachers award in Operation from North being given by Amar Ujala in Mumbai to Dr. Pankaj Madan



Best Non Teaching Staff

Mr. Kamal Singh

Pinnacle Effort

Faculty Ph.D. Progression till date

Prof. S.P.Singh	Eight Awarded
Prof. V.K.Singh	Thirteen Awarded
Dr. Pankaj Madan	Nine Awarded

The Lionize Galaxy Hats off to our strong alumni association



Mr. Sidharath Chauhan
MM-HIU
London (UK)

Mr. Sumit Bhardwaj
Entrepreneur
Roorkee



Mr. Arvind Aery
Imperial Oil Company
Canada

Mr. Robin Kr. Agarwal
Faculty- AEC
Kolkata



Mr. Ashtosh Bhardwaj
SVP Airtel
New Delhi

Mr. Prashant Rathore
Regional Manager
Pearson
New Delhi



Mr. Darpan Chabra
SVP
Montreal, Canada

Mr. Marut Sah
Zonal Manager-North
Airtel-Lucknow



Industrial Visit

As a part of curriculum the students' are made to expose with the practical work setting. Students' visited TITAN industries at Bhagwanpur, Roorkee.



Students' with TITAN staff.

Guest Lecture by Mr. Rajan Kalia



Ex-HR Head of Max NewYork life.

Guest lecture on personality development was conducted to make the students aware of the expectation of the corporates while sitting in the interview chair.

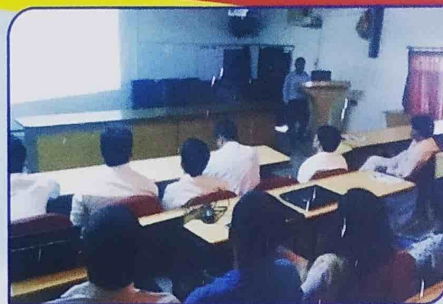
Workshop on e-Filing

For the first time in the history, FMS has organised Tax Awareness Program for the tax payers on 27th July 2013. The event was charioted by Dr. Kamal Pant who knowledgeate the participants about filing their tax through e-filing.



e-filing in progress...

Workshop on SPSS-2



A workshop on the practical aspects of SPSS was conducted by the people from industry, who gave full insight on the working of SPSS. The event was shaped by Dr. Anil Dangwal on 2nd September 2013.

Yaj on Debut of BBA, Our Initiative...

FMS has a holistic practice of doing Yaj with enchanting mantras in front of sacred Agni. The debut of new BBA course was done in similar manner and the first Aahuti was put in the sacred Agni by Prof. Surendra Kumar, Hon'ble Vice Chancellor.



Hon'ble Vice Chancellor performing Yaj for BBA students.

Board of Studies (BOS)



BOS members discussing the contents.

To keep abreast with the new practices in management FMS has conducted BOS on 17th January to revive the obsolete contents in its syllabus. Prof. P.K. Jain, IIT Delhi & Prof. S. Singh, IIM Lucknow were the members of BOS.

RDC



Our future doctors.

As the part of research evaluation RDC is conducted for gauging the performance of the researchers. RDC was conducted on 19th August 2013. 8 scholars were JRF/NET, 3 were only NET and 1 qualified the RET of University joined our faculty as research scholar of 2013 batch.

Investor Awareness Seminar

A seminar on "Empowering Investor" thought education was conducted on 7th Sep. 2013. The center of attraction were Prof. Surendra Kumar, Hon'ble Vice-Chancellor, Mr. Harvinder Singh Sodhi from BSE & Mr. Anil Taneja from PHD Chamber of Commerce, Uttarakhand.



FMS felicitating Hon'ble VC of GKV.

Students' Reflection

Role of corporate leaders in reducing global warming

Global Warming

"Global warming is an average increase in the temperature of the atmosphere near the Earth's surface and in the troposphere, which can contribute to changes in global climate patterns. Global warming can occur from a variety of causes, both natural and human induced. In common usage, "global warming" often refers to the warming that can occur as a result of increased emissions of greenhouse gases from human activities."

Causes

One of the causes of global warming, or more generally, global climate change is increased atmospheric CO₂ that comes from anthropogenic sources.

Human activity is increasing the release of CO₂ into the atmosphere by burning fossil fuels, burning forests, deforestation and destruction of the soil, along with other activities.

Concerns

- ◆ Since the early 20th century, Earth's mean surface temperature has increased by about 0.8 °C (1.4°F), with about two-thirds of the increase occurring since 1980.
- ◆ The United States and China together account for 40 percent of the world's greenhouse gases most of which is derived from coal.
- ◆ India is the world's fourth largest economy and fifth largest greenhouse gas (GHG) emitter, accounting for about 5% of global emissions.
- ◆ Changes resulting from global warming may include rising sea levels due to the melting of the polar ice caps. Corporate Leaders involvement in reducing their own emissions.
- ◆ Over the next five years, Deutsche Bank has committed to reduce its global carbon footprint by 20 percentage points.
- ◆ British Airways set a target of total reductions in annual emissions of 125,000 tonnes of CO₂, to be achieved over the five years 2002-2006. Since September 2005 and as part of the programme, British Airways has been piloting a carbon offsets project.

Others companies like Cisco, Bank of America, Wells Fargo etc. are also involved in reducing carbon footprints. Panasonic develops artificial photosynthesis system to reduce carbon emissions.

Gauri Shankar
MBA 1st Sem

Good News, Finally

There's some good news for airlines in India. As per the latest industry forecast by IATA (International Airport Transport Association), many more Indians will fly domestically as we approach 2016. India is expected to have the second highest growth a compound annual growth rate of 13 percent. Adding a total of 49.3 million new passengers. This is substantial as globally, the number of domestic fliers is expected to increase by 94 million by 2016.

As a result of this rapid growth, India is expected to be the fourth largest market for domestic passengers by 2016. As per IATA estimates, the US will lead with 710.2 million followed by China (415 million), Brazil (118.9 million), India (107.2 million), and Japan (93.2 million).

For India, adding 49.3 million new passengers will be like doubling the current market size. As per numbers published by the Directorate General of Civil Aviation (DGCA), the total of domestic passengers in January- September 2012 were 43.8 million. By the year end, domestic traffic is expected to be around 57-58 million, according to the Centre for Asia Pacific Aviation (CAPA). Recent CAPA research shows that "India has the sixth largest number of domestic airline seats but by far the lowest per capita ratio among major markets so the market is far from saturated".

The growth expected by 2016 is likely to benefit the more organized and systematically run domestic carriers especially since some of the market as the case may be with Kingfisher, Indigo, Spice Jet and Go Air seem to have gained as a result of Kingfisher's travails.

If the Indian government and policy makers could concentrate on how to ensure that a larger proportion of the gains from growth of India's aviation market accrues to our own carriers, aviation in India could end up contributing quite substantially to the economy's growth through the service sector. But for that they must first stop viewing aviation as a luxury only to be enjoyed by a privileged and look at ways to commoditize it.

Vineet Dhull
MBA 3rd Sem

Everyday

Everyday is special, if you think so.
Every moment is memorable, if you feel so.
Everyone is unique, if you see so.
Life is very beautiful, if you live so...

Dhiraj Kumar
MBA(BE) 1st Sem



Student with highest percentage of attendance

Ashish Kumar

MBA(BF) 3rd Sem

The 9'Cs of Success

The road to success is not that easy. In order to reach the zenith of success, one needs to be patient, disciplined and hard working.

What's important is identifying that opportunity and unfortunately if you fail in the process, don't waste time in regretting your decision. Instead, start afresh and look for other opportunities till the time you make your destiny.

Quite truly "God helps those who helps themselves". Just having faith on luck, if someone does not put his hundred percent effort to attain his goal, he or she never will be able to experience the feeling of being successful.

Here are the 9'Cs that will lead you to the pinnacle of success.

Construction: Career selection is the first step towards success. One wrong foot forward and we are sure to repeat Jack and Jill's tumbling down act. Even before our success flight takes off, we will be grounded.

Competence: Ever heard the word 'counselor'? If no, then google it and if yes, then what are you waiting for? :- Let us go and consult one before choosing any career.

Courage: Courage to do what you believe will bring success and at times, even courage to face failures will help you stride towards success.

Communication: With social networking sites such as Facebook, Twitter, Orkut even global communication has become a cakewalk. So, make the best use of all this, not only for your entertainment but to be in touch with all the ongoing career and professional trends also.

Charm: 'A smile a day bridges success gap away'. Sounds easy? Try it as it works. Apart from your skills and knowledge, attraction or charm is considered as another important requisite when it comes to achieving what you want.

Confidence: Well, confidence is a word which need not be taught to the present generation.

Control: Control over emotions and thoughts is what will spell success for you. Just keep this in mind. Do not let your heart to take the decision rather use your brain and logic.

Commitment: To give up when things are not falling in place is the most common human tendency.

Contentment: Do not ever compare your achievements with others. Be happy and feel content with your accomplishments.

Saurabh Bhardwaj
MBA(BF) 3rd Sem

An Airline for the People

AirAsia

What Air Asia plans to do is add a segment of Fliers that other carriers do not cater to. People who use the rail and road networks are its target customers.

Air Asia will keep 20 of 185 seats on its aircraft for this category of fliers. Who will get more legroom and a buggy

cart to lorry them to the aircraft at a little extra cost.

"The corporate guys who want to travel with AirAsia and want a little bit more exclusivity will get it, but the entire proposition of the business model will not be made to suit them.

To attract the entirely new set of fliers it is targeted. Air Asia will require an innovative game plan for marketing and distribution.

The airline will also target potential customers through social media networks such as facebook and Twitter.

Keeping in mind the complexity of the Indian market, Air Asia will also change its distribution strategy of allowing online travel portal Expedia to exclusively sell its inventory.

The airline will offer point-to-point connectivity using a hub-and-spoke model between metros and smaller cities. It aims to develop four to five hubs in India by 2014. Besides Chennai, Southern India will get two more hubs. Hyderabad, Bangalore and Kochi are among the cities it is considering. Analysts say Air Asia India can lease planes at lower interest cost from its Malaysian Parent, which has ordered 375 aircraft from European plane maker Airbus. To keep operating costs low, the airline will have a lean staff structure. It is targeting 80 to 100 employees per aircraft initially and 60 employees eventually, other airline in India have a ratio varying from 102 to 185 employees per aircraft.

Nikhil Verma
MBA 3rd Sem

Kisi Roj...

*Gazal sunayenge kisi roj Apne dil ke raj sare,
tumhe batayenge kisi roj Pyari si ek gazal,
tumhe sunayenge kisi roj, Rhne ko rhte hain sabhi,
mere is chotey dil me Kaun rahta hai kaha,
tumko batayenge kisi roj, Pyari si ek gazal,
tumhe sunayenge kisi roj*

*Gata, gun-gunata hoon gazal, dil apna bhlane ko
Bhale na sune koi, jamane me mujhe parwane ko,
Geet, gazal, nagmo me, krta hu main apni khoj
Kaise kho gayi zindagi, btayenge tumhe kisi roj,
Pyari si ek gazal tumhe sunayenge kisi roj
Milte ajnabi ki tarah, pal me apne ho jate hai
Unke sath rishtey bhi, kuch anokhe se ho jate hai,
Koi chala jata hai, to koi bandhe rkhta hai door
Kiske sath mile dil hamare, btayenge kisi roj,*

*Pyari si ek gazal tumhe sunayenge kisi roj
Pyar karke pyar ko pana, saudha hai vyapar ka,
Pakr kisi ko, kho dena bhi, niyam hai sansar ka,
Tutne lgta hai shisha, lagakar pattharo ki chot
Kyu shishey se tuta patthar, btayenge kisi roj,
Pyari si ek gazal tumhe, sunayenge kisi roj*

Ankit Jain
MBA(BF) 3rd Sem



Ph.D Scholars Pen dancing

Self Exploration-Guru Mantra to Success

In present era self exploration is considered as a critical catalyst in personality development of an individual. It can be defined as "Self exploration is a critical examination, assessment and analysis of one's own unrealized capacities or potentials".

In other words, self exploration represents the internal journey into yourself for understanding you fully and completely. Such as-

- 1) It is a process of dialogue between "what you are" and "what you really want to be".
- 2) It is a process of self-evolution through self-investigation.
- 3) It is a process of knowing oneself and through that, knowing the entire existence.
- 4) It is a process of recognizing ones relationship with every unit in existence and fulfilling it.
- 5) It is a process of knowing human conduct, human character and living accordingly.
- 6) It is a process of being in harmony in oneself and in harmony with entire existence.
- 7) It is a process of identifying our innateness (Swatva) and moving towards Self-organization (Swatantrata) and Self-expression (Swarajya).

So, it is an attempt to know ourselves, our thoughts, strengths, weakness, feelings, emotions and value system. This process is also known as "Self realization" or "Introspection" which means to see inside us. In modern scenario contents of Self exploration such as values, personality and skills are acting as a tool to success. Moreover, introspection leads to inculcate many skills which exhibit more clear view of a person towards his personality.

Pooja Agrawal
Research Scholar
NET -JRF

Murder of English

1. Pick up the paper and fall in the dustbin.
2. Both of you stand together separately.
3. Why are you looking at the monkeys outside when I am inside.
4. Will you hang the calender or else I will hang myself.
5. I have two daughter both are girls.
6. Give me a blue pen of any color.
7. The principal is revolving in the corridor.
8. All of you stand in a straight circle.
9. Open the window-Let the AIRFORCE come in.

Vandana Singh
Research Scholar
NET-JRF

Are you listening?

This was written by me during my MBA.

Few days back one of our teacher asked us to prepare a presentation on "Impact of technological advancements on communication". Honestly, I am not a very sincere student when it comes to studies and about then it was one boring evening when I got nothing relevant to do and was just teasing the sunset and cursing our mess at the same time, when accidentally my attention switched to this assignment thing and after gulping various boring concepts of emails and SMS's etc. I was about to conclude (more like agreeing to) that technology is making our life easier and comfy but felt something missing, something that was there on tip of my tongue but I was not been able to hear it. I push myself harder and harder, saw the sun dipping behind the hills when all of a sudden, a answer popped up to me from nowhere.

I realized the biggest loss? humanity is paying for technology is that it has lost communication with one of its best friend; its inner voice AKA our consciousness. It might appear illogical, philosophical and irrelevant to many but I guess it plays an important role in everybody's life. Schools across the globe may inculcate many skills in their students but there are few things which no institute or person can teach; Creativity or Innovativeness, that is only we can derive on our own. The only way of doing this is by self-indulging to that level where we and our inner together play along with the nature. A person may have a good life but a creative person is a one who lives a great life and also through his vision he paves a way for others to admire him and follow him. Now the big question is what has technology got to do with this? Simple! Technology has made our life so busy that we have no time for our self; every then or now we are engaged with television or internet or ipod or if nothing else we just stick to our cellphones. We have no idle time for our self, no time to introspect; no time to know and understand the real us. I'm not asking to meditate or do yoga, am just asking to consult your inner voice for 5 minutes every day, to devote 5 minutes daily to yourself, when you wake up in the morning, just ignore your music player for a while, go to the roof of your place with a cup of tea, sit somewhere comfortably and allow yourself to wander freely in streets of abstract thoughts and fantasies and may be who knows something interesting pops up for you!

Naman Sharma
Research Scholar
NET

Publication Slot



Cell Phones-Evil or Devil For Students

Cell phones have evolved from a communications device to becoming the tool of the business world. While you can still make phone calls, it is all the options that make it so popular with the everyday consumer and students. Young people have made it not only the tool of choice for communicating with their friends, but it has become a mass storage device, a camera for stills and video, the preferred tool for updating facebook, emailing friends, texting and seeking information via the internet with its built in browser. Students are showing their keen interest in having highly sophisticated cell phones. Mobile phones are enabling these changes to happen on a global scale.

There are over 4 billion mobile phones worldwide. This means that over 65% of the world's population carries a mobile phone, far more than use a computer or have access to the internet. In many developed countries, mobile phone penetration is above 94% and developing countries are catching up fast.

More personalized relationships between students and their related subject matter are possible via mobile phones.

Convergence of different technologies on single devices that are available anywhere and anytime is allowing existing technologies (such as the internet) to evolve and extend the reach of students which is also an alarming situation.

These available tools are in the pockets of many teenagers and are a presence in the classroom, which reveals that they restricted their domain. So, at last we can say that cell phones could be both devil and evil depending on students perceiving power.

Omvir Gautam

Research Scholar
NET-JRF

Learning From Biopic "Bhaag Milkha Bhaag"

The recently released blockbuster, "Bhaag Milkha Bhaag" a biopic on the greatest Indian athlete till date, Milkha Singh, is a portrait of professional triumph over personal tragedy. The film illustrates that true victory lies in racing with one's troubles and not in running away from them.

So what are lessons learnt from this biopic:-

Set goals at various stages of life then run (follow) to achieve them

Milkha Singh ran in life at different stages for different purposes and goals like at a young age, Milkha runs in the 100 yards from school to reach home early, runs from the British who had attacked his family during India-Pakistan war to survive, runs in the Army cross country race to win a prize full of milk and 2 eggs to get relief from exercise. So, we need to set goals at various stage (ages) of life, understand the situation and follow the plan with dedication to achieve them.

To become a successful person, one needs inspiration from well-wishers, training and guidance

Biro, Milkha Singh's first love inspires him to earn self-respect and esteem in life. His sister Isri Kaur was the well-wisher and pillar of strength. His two coaches Gurudev Singh and Ranveer Singh trained him to achieve his goals. So, you should be surrounded by people you get inspired from in order to prepare and follow your goals. **Earn things as per your need and don't eye other's belongings with greed.**

Milkha Singh fell in love with India's blazer which was given to champion runner Sher Singh Rana. He had worn it for the feel of this blazer but was attacked and offered a prize by his coach (Gurudev Singh) slapped him and explained that it is not easy to get things you like. You need to work hard with dedication to earn it. In life, we shouldn't eye things to our friends / relatives / peers, instead work towards achieving the things you dreamt for.

Life is not a bed of roses, there are thorns & stones on our path

Milkha Singh used to run on bare feet in his early days of racing. He lost one race since his leg got injured from a stone still he got selected for the main race by superiors due to his efforts and talent. So, understand life is not a bed of roses; there are thorns and stones on our path. So never get disheartened in case you lose one opportunity. Keep thriving for your dream goal and you will be the winner one day.

Adapt to requirements and make changes accordingly

Milkha Singh was uncomfortable and struggling to run with shoes. Coach gave him training to run with shoes and advice "Aaj Jinse Lad Rahe Ho, Kal Wo Acche Dost Honge". It's important to get adapted with different challenges and prepare yourself accordingly.

Rajbeer Wahla
Research Scholar
RE

Wooring Call

3rd International Conference
on
Management Innovations
ICMI 2014

Date
10-12 February 2014

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ATHAN News Letter from Faculty of Management Studies (FMS)

Department of Management Studies, Dehradun

Academic Session 2012-13

The Batch 2012-14 started with their 2nd semester classes from August 24th 2012 after passing the first semester with flying colours. In the previous semester the highest marks were obtained by Seema Sharma. After completing their IIIrd semester, the batch of 2011-13 has left for their dissertation. Students have taken on dissertation projects at various organizations like Jindal Steels Ltd., Bharat Heavy Electrical Limited, SIDCUL et al.

Departmental Activities

Industrial Visit: The industrial visit for Batch 2012-14 was held at Anand Industries, Patel Nagar, Dehradun

Fiesta Quiz: Students participated in the annual business quiz organized by Faculty of Management Studies.

Gyanshri Quiz: The students of DMS also participated in the History quiz organized by Department of History, KGM Dehradun.



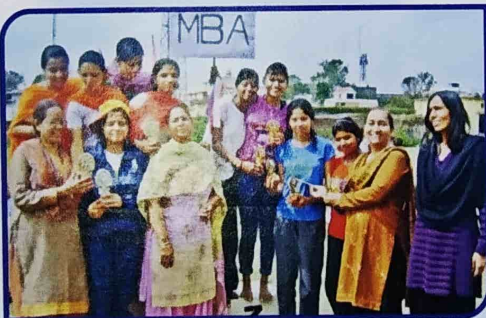
Dias Deal.

Teacher's Day

The students celebrated the teacher's day with a lot of fervor and respect on 5th September.

Sports Day

Sports Day was organized on 15-16th March, 2013 and the students of Department of Management Studies performed really well and scored 3rd position in the College Throw Ball match.



Cozy memories.

Student Activities:



I am the best.

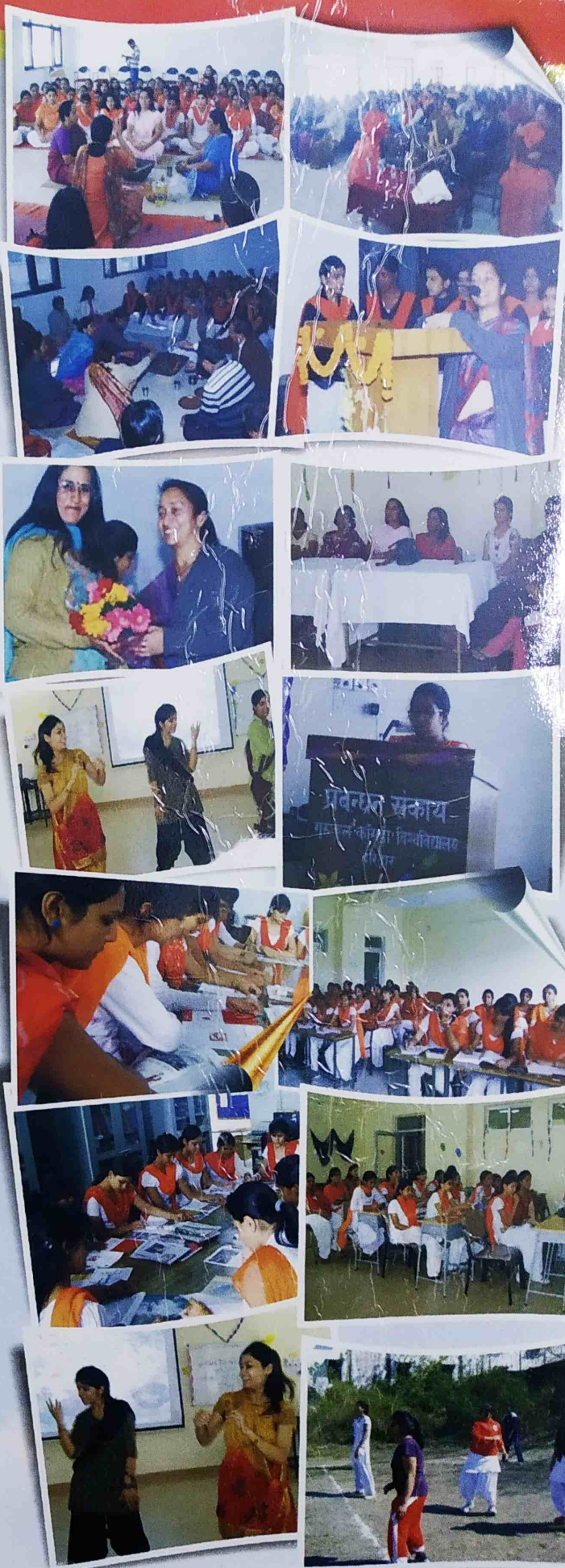
There were various parties organized by the students of Department of Management Studies. The fresher's bid farewell to their seniors by organizing a farewell party for their seniors.



Student with highest percentage of attendance

Sakshi Sharma

MBA, 2nd Sem



Students' Reflection

When we get bound by choices

Making choices is a part of the serious business of life. Indecisions lead to prolonged confusion and worse, inaction. Life is not only a tussle between action and inaction, for any action also involves making judgements and these have consequences.

Judgements are so subtle that we are not even aware of their existence and they get solidified like rock. Judgement is often unavoidable in everyday life. "But do not hold on to the judgement; see the possibility that people and circumstances can change at any time." This is a skill that comes from yoga and meditations; the judgement remains for just that moment and then we let it go.

"It is like drawing a line in water"

When we say to a person "you are bad" we lose sight of human potential. This is not a sign of wisdom; rather wisdom is to see the spark of divinity. When we say "you are good" you have the spark, let us work together and build on it. This is how we can help people to transform. This leap is possible with spiritual wisdom.

For, this we must create a space for spiritual debate in our lives.

Sakshi Choudhary
MBA, 2nd Sem

Effect of Repo Rate and CRR on the Banking Sector

Repo rate: The rate at which the RBI lends money to commercial bank is called repo rate. It is an instrument of monetary police. Whenever banks have any shortage of funds they can borrow from the RBI. A reduction in the repo rate helps banks get money at a cheaper rate.

CRR: Cash Reserve Ratio (CRR) is the amount of funds that the banks have to keep with the RBI. If the central bank decides to increase the CRR, the available amount with the banks comes down. The RBI uses the CRR to drain out excessive money from the system.

RBI (Reserve Bank of India) recently cut its key policy rates- repo rate and the cash reserve ratio by 25 basis point each. The repo rate has been reduced from 8 percent to 7.75

percent with immediate effect. The CRR cut from 4.25 percent to 4 percent.

Effect: REPO and CRR cut by RBI is a good move to improve sluggish automobiles CV sector and reality at present in flat growth. This will pump more money, increase home buyers and also status of infrastructure. housing sector really increases reality activity. A cut in base rate will benefit all categories of borrowers. The reduction in the policy rate has enthused the stock market. The Bombay Stock Exchange's sensex, the bellwether index, moved up by 200 point (1.2 percent). The rate-sensitive sectors, such as real estate, automobiles, consumer goods and banking, will be the main beneficiaries. The RBI has also abolished foreclosure charges or pre-payment penalties on home loans extended on home loans extended on floating interest rates. This is expected to create demand for properties and, loans. SBI cut its base rate by 25 bps to 9.75 percent in September, has the lowest base rate. The statement point to further, albeit modest, room for easing, as FY GDP growth forecast is lowered by 0.3 percentage point to 5.5 percent and march WPI (wholesale price index) forecast is cut by 0.7 percent point to 6.8 percent. This should boost the INR, push down G-Sec fields and INR OIS at the short end, and lead to a steepening move on the curves.

Surbhi Jain
MBA(BF) 2nd Sem

Pinnacle Effort

Departmental Ph.D. Progression till date

Prof. Surekha Rana	Seven awarded
Dr. Bindu Arora	Seven awarded
Dr. Patiraj Kumari	Six awarded

The Lionize Galaxy Hats off to our strong alumni association



Ms. Pooja Anand
SE-PWC
Dubai

Mrs. Payal Upadhaya
California
USA



Yasmeen Ansari
Faculty
Saudi Arabia

Ms. Tanu Rai
Entrepreneur
Bangalore

Sitting (from left): Ms Vijayashree, Dr. Nirupama, Dr. Patiraj Kumari, Prof. Surekha Rana, Dr. Bindu Aroora, Dr. Poonam Painuly, Ms Deeksha Sharma.

