



All India Shri Shivaji Memorial Society's Institute of Management (MBA)

Kennedy Road, Near R.T.O, Pune - 411 001



“FLAMES 2016”

2nd Edition

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OFFICE BEARERS OF ALL INDIA SHRI SHIVAJI MEMORIAL SOCIETY, PUNE - 5



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Our Heritage



The All India Shri Shivaji Memorial Society was established in 1917 as a broad based educational and social welfare organisation by Rajarshi Chhatrapati Shahu Maharaj of Kolhapur and H. H. Madhavrao Scindia, Maharaj of Gwalior with the benevolent mission of the welfare of the society.

The Foundation - Stone of All India Shri Shivaji Memorial was laid at the hands of His Royal Highness, the Prince of Wales, on 19th November, 1921.

The imposing equestrian statue of Chhatrapati Shivaji Maharaj, executed by the famed sculptor Karamarkar, was unveiled on 16th June, 1928. The inauguration took place at the hands of His Excellency Sir Lesley Wilson, Governor of Bombay.

The President of India Shri Pranab Mukherjee unveiled the statue of Rajarshi Chhatrapati Shahu Maharaj at the All India Shri Shivaji Memorial Society's Campus at Kennedy Road (Near RTO), Pune - 1 on 28th December, 2013.

AISSM Society's Institute of Management (MBA) is one of the 13 Educational Institutes of the AISSMS, all of them are known for imparting quality education. AISSMS has two renowned Engineering Colleges, College of Pharmacy, Polytechnic and College of Hotel Management & Catering Technology amongst others.

Through its various Institutions, AISSMS has provided the society with exemplary citizens. Some of the most decorated soldiers of the Indian Army have been the Alumni of Shri Shivaji Preparatory Military School (SSPMS), the flagship institution of AISSMS. The students are persuaded to maintain strict discipline and regularity, which help them greatly in their future lives. Good infrastructure, facilities of international standards, excellent and experienced faculty and proper course delivery are some of the highlights of AISSMS institutions.

Founders of All India Shri Shivaji Memorial Society Estd. In 1917



Rajarshi Chhatrapati Shahu Maharaj
Maharaja of Kolhapur



His Highness Shri Madhavrao Scindia Maharaj
Maharaja of Gwalior



His Highness Sir Tukojirao Maharaj
Maharaja of Indore

From The Desk



"The Secret of Success is to Know something nobody else knows."

Education is not merely an acquirement of facts but also of values which help us improve the different facets of mankind. It ensures that we leave the world a far better place than we found it.

A pivotal role of education lies in shaping the personality of a child into a healthy mind and happy soul, who is not only equipped with 21st century skills and aptitude required for academic excellence. The system of education should work as a catalyst in making each child a balanced human being having his core strengths embedded in the learning experiences emanating from our rich socio-cultural roots.

In AISSMS IOM we enterprise to map academic excellence with a good human value system, which in it's myriad ways is ingrained in the culture of the college. To achieve this, we strongly feel that a paradigm shift in the minds of all stake holders should take place so that when the college becomes the hub to initiate and formalize education it has its tenets enshrined in a good value system; the extension of which is thereby taken home where it is further strengthened. And our commitment to such education will always persist in all our endeavors.

The Institute has come up with the college magazine to channelize the creative talents of our students. This is not just a means for us to communicate our thoughts but it also highlights the success and achievement of our pursuits through endeavor of our students in varied expressions of their ideas and creativity.

I congratulate the members of the Editorial Board consisting of the student editors and mentors, who are involved in bringing out the of the College Magazine Flames 2016.

Dr. Sanjay Patankar
Officiating Director

Students Editorial Board

Two glorious years in AISSMS IOM!!!! Made every moment undoubtedly & thoroughly lived, learnt and enjoyed. The opportunity of FLAMES 2015 has offered us a huge platform to showcase our talents & skills.

It has been a great privilege for us (student editorial team) being a part of the editorial core committee. Our role as a student editor not only rewarded us with some great learning experiences, but has also opened up the door for many avenues.

We had to perform various activities in the progress of making it a reality, like collection of articles, screening, compilation, college activities, reports, photographs and running after publisher. This was made possible with the timely support and guidance from all our faculty members and a very positive response in the form of interesting write-ups on different topics from our fellow peers. And hence, we are able to deliver our best towards the first edition of magazine.

Lastly, but not the least we would like to take this opportunity to thank our respected Director Sir Dr. Sanjay Patankar, Editorial Board Members Prof. Madhu Shridhar and Dr. Pooja Upadhyay for giving us their unconditional support.

AISSMS IOM has rewarded each one of us with great wisdom which will help us in achieving our respective goals.

We thank the students committee for contributing their valuable support, guidance and keeping faith in our ability to present FLAMES-2015 for the first time at AISSMS IOM.

*Thank you.
Core-committee*



L-R :- Mohd. Mubadir Shaikh, Vaibhav Jadhav, Deepali Doijad, Sonam Sawalakhe (MBA Sem. IV)
Mrunal Manapure, Komal Jadhav, Reshma Awati, Deepashikha Bhatt (MBA Sem. II)

Time Management Tips

Many universities offer time management techniques that can help college students succeed in their classes. These tips include eliminating procrastination, better organizing daily activities, reducing anxiety and increasing motivation and confidence. Apart from these one can follow these following simple tips as well.

❖ Get Organized

When developing time management techniques in college, it's important that students first understand their goals and then set out to develop and follow a routine schedule. Without these factors, it may be hard for students to get motivated to employ their time management strategies. Students may download or purchase a scheduler; a weekly, monthly and yearly planner; and worksheets pertaining to the distribution and organization of one's tasks. This will help them avoid waiting until the last minute and having to cram.

❖ Plan Out Your Studies

Making a daily list of tasks to accomplish can help students to concentrate on tasks one at a time. Individuals should be specific when setting goals. It can also be helpful to schedule fixed blocks of time to study with clear start and stop times, as well as specified break periods. Students can start with more difficult subjects first and also work on assignments or tests that are due first.

❖ Seek Help

Students may look for advice from teachers, coaches, mentors or peers on better time management strategies. Individuals can also work with other classmates who are on top of their assignments and willing to provide reminders or encouragement.

❖ Avoid Common Time Wasters

Students should seek to eliminate or at least lessen common distractions such as watching television, using social media and internet, phone conversation, commuting, extracurricular activities.

Amit Agarwal
MBA 1st YEAR (A)

Corruption

A little boy wanted Rs 50 & prayed for weeks, but nothing happened

Finally he decided to write a letter to God requesting Rs50

When postman received a letter addressed to God, they forwarded it to the President

President was so amused, he instructed his secretary to send the little boy Rs20

As he thought Rs50 would be a lot of money for him, so he sends Rs 20

The little boy was delighted with Rs20 & decided to write a thank u note to God-

Dear God- Thank the so much for sending the money. However, I noticed that you have sent it through Rashtrapati Bhavan & those people took Rs 30 as tax.

Pradeep Kadam
MBA 1st Year

Choose Your Path

After taking an admission in MBA many of us face difficulties to select a specialization subject. Some of us may go for the subject that can offer higher paid jobs and some may select a specialization subject they are interested in. While selecting specialization subject first question strikes in our mind is money, how much the job will pay me? Many students select the subject which can pay maximum to them but after some time they feel to quit that job because it is out of their interest area. Hence while selecting a specialization subject you must consider your Interest Area, Job Opportunities in respected field and your Abilities. If you are expert in something then you can surely earn maximum money than any other.

To choose specialization subject which you can relate with is important because the degree you will hold after your MBA will label you expert in respected field and hence it will limit your job opportunities. Here are some emerging industries on national and international level and role of manager in an organization with detailed information that may help you to select your specialization subject.

1. IT Manager

IT managers oversee a company's computer systems. That means ensuring computer systems meet a company's needs, upgrading technology and keeping the system secure. It also frequently includes managing IT personnel. Many companies require IT managers to have a master's degree, according to the U.S. Bureau of Labor Statistics (BLS). Companies want managers with IT experience, sometimes in a lower-level management position. MBAs have the management experience to lead an IT team, with the skills to deal with executives.

The median salary for IT managers is \$115,800, according to the BLS. For IT managers at companies doing systems design, that can jump to a staggering \$123,500. The BLS expects job growth to be 18 per cent through to 2020. MBA graduates who stay ahead of the latest technological innovations will have an improved chance of employment.

2. Financial Manager

Finance is a great match for MBAs because it is a field that closely aligns with graduate education. Financial managers oversee a company's financial condition, preparing or reviewing financial reports, analyzing trends and advising the top management personnel on finances and profits.

Many companies want financial managers with an MBA, as these candidates tend to have the analytical abilities and software knowledge required to do the job. Experience in finance industry will naturally help.

The median salary for a financial manager is \$109,740, according to the BLS. The need for financial managers should grow by 9 per cent, with MBA grads expected to have the best prospects

3. HR Manager

Increasing demands on human resource departments drives the need for skilled HR managers. This position directs administrative action for an entire company and works on recruiting and hiring for an organization. Experience as an MBA can open advancement into this position, as HR managers work closely with executives and participate in strategic planning.

Advancing to HR manager means a median salary of \$99,720, with an expected job growth of 13 per cent by 2020.

4. Marketing Manager

The scope of MBA in Marketing is very good in today's market trend. If you are interested in the entertainment, media, promotions, advertisement, sales and general management field, then the MBA is appropriate for you. MBA in marketing educates the students about sales, marketing fields, executive and leadership management skills, consumer trends, market strategies, product management and market research in different industries. Marketing managers earned a median annual wage of \$123,220 in 2013, according to the BLS. The best-paid 10 percent in the field made more than \$187,199 per year, while the bottom 10 percent made less than \$64,440.

5. International Business Manager

International business is a broad topic encompassing practical business skills, international politics and world cultures. Your studies as an international business major will cover topics such as International trade agreements, Treaties, Political economy, Multinational organizations, Global marketing, Foreign language, Geography.

Global expansion of business has increased the need for employees that understand how to expand into international markets and operate business in a culture other than their own. With your bachelor's degree in international business, you may become a management analyst studying the efficiency of a business or organization and suggest ways to improve international outreach and profitability.

Sales of goods and services across national borders might be your job, if you become an international account representative. For this job, you will build business relationships with individuals, corporations and government agencies in different countries. If you choose a career as a global marketing specialist, you may travel around the world researching and developing strategies to sell your company's products or services.

INTERNATIONAL BUSINESS CAREER	MEDIAN ANNUAL SALARY
International Financial Management	\$115,320
Management Analyst	\$80,880
International Marketing Manager	\$123,450
Translator / Interpreter	\$43,590

*Article By
Miss. Amrapali Shelar
MBA I Year (Div B)*

A+ complex & having it all

Women's one issue: **women can't really have it all**. This is an endless debate fuelled into storm last year by Indira Nooyi, the CEO of Pepsi. It revolves around the issue of work life balance, and the assertion that no woman can have a successful career as well as manage family responsibilities well. Thus for the talk of women's empowerment, we as a society have not evolved to a point where women can have it all.

This is about Indian women- those who have choices, in terms of options or whether to work or not. Most women do not have a choice of having it all. For them, it is more about keeping and preserving whatever they have.

The phrase 'can't have it all' is a derivative of 'I am going to fail somewhere' or even 'something will prevent me from being fully happy'. The first phrase is right. The second is incorrect. Yes, we will fail at something. No, failing at something doesn't mean we can't be happy. The fear of failing is normal in humans. In women, from what I have experienced, the feeling is compounded multiple times with the constant belief that 'I am just not good enough'. Open any women's magazine, every page of every issue has tips on how to look, cook & make better. I don't know if it is cultural, or if we women come biologically wired like this, but we feel inadequate. It doesn't take much to reinforce that belief. A thinner neighbor, a boss who praises a colleague instead of us- all set off loud inner alarm in us that scream. 'look, we suck.' This feeling, in turn, leads us to the term “A+.

How do we do that?

Change just one thing about us. Don't be so hard on yourself. Don't have the A+ complex. Overall, aim for B+, or if you are a superwoman, an A+ at best. Some days, we will be an amazing A+ mom, but a B+ employee as we left work early. Other days, we will be late from work and score an A+ there and the kids will have less of us, making us B+ mom. But overall, if we score a B+, it is pretty good. That's better than many others, and most of all, that's normal. So please don't kill yourself in trying **to have it all**. Just be normal, admit we won't be excellent at everything every day & smile through life.

When you have reasonable expectations from yourself you can be happy. And being happy, is above all, having it all.

Dipali Doijad

HAVING IT ALL

Mystery Of A Woman's Soul

One day Adam came to God asking to create a partner for him, because he was tired of loneliness. After considering it, God decided to create a Woman and wished to create her wise and harmonious.

So he took a little bit of gentleness and tenderness from the morning dew and added there a little bit of strength and stiffness from the rocks which formed the mountains. Later he took a little bit of assertiveness from the water flow and a bit of flexibility and pliability from the clay, a bit of kingship from the lioness and a little of meekness from the dove, a little bit of kindness and warmth from the evening Sun and added there a couple of drops from the vital 'Severity'. He took equal parts of the endurance of the ox and fragility of a wildflower, the mystery of the night and the clarity of the day; he added to his masterpiece a little bit from the twitter of the birds and from the silence of the celestial heights, for courage he added defencelessness, for sharpness – naivety. He wanted to add some other qualities, but he changed his mind. He decided to leave an empty space for creativity of the Spirit. For the last strokes God gave his masterpiece two talents: be a good mother to her children and a good wife to her husband, and so that the Woman, by inexperience, wouldn't mix those talents, God divided them and hid them in different parts of her nature.

By putting all of these qualities together in a Woman, God breathed life into her.

So the Woman, spirited and full of life, stood before God as he created her in the fullness of herself. She wished to look at herself immediately, that is why she glanced at her reflection in the waters of the lake and smiled because her appearance was so beautiful. She was happy, but soon she glanced inside of her depth and she turned to God with bitterness in her voice:

- Is that something you can call harmony? How can I combine so many qualities that are inside of me? And where is the wisdom that was promised to me?
- And then a soft golden light poured on her, and she heard the voice of God:

“That's what you will have to learn...”

*Article By-
Kirti V. Bhoir
MBA 1st Year (Div A)*

The Metaphorical Start-up

I have noticed one thing about myself that I do not appreciate things I have and instead crib about things I do not have. Another thing I realized - depression. Well, to be honest, this word "depression" does not sound something which is demotivating, sad, full of negativity etc but instead it sounds like a hash tag used on social network. People use it too often, anywhere possible. It is really ironical when people share their experience and say, "this is like the worst thing in my life", well, you are 20 years old and there are many worse things coming up ahead. If you are lucky enough to live that much which is the most important thing you should appreciate, your life. You are alive and that is where you win. People die every minute and are the reason why I call this to be lucky is because there are people who die in accidents or are killed or murdered. Just imagine people living in Syria. You never know what will happen and that is why appreciation of what we have is important. You will be upset about not getting into a good college or fancy gadgets and what not and you will spend your time being sad. That's a waste of whatever you have. You cannot cry because you did not like the wrapper of a chocolate toffee. There is a chocolate inside, you are supposed to throw the wrapper and eat the chocolate. Instead, you will waste your time and tears. Here, my example might be a bit childish but it does make a tad bit sense. Also, you are smart enough to understand my point. Thanks.

"The world is not dangerous because of those who do harm but because of those who look at it without doing anything".

- Albert Einstein.

Now, our generation is too much connected to the internet where people can find almost everything (smart yet stupid) and this has really affected the hangout concept. Hanging out with friends these days take place on facebook. Well, even I am addicted to facebook and I know how we want to showcase our life. Some researchers have found out that if you are off facebook and other social networking websites, you tend to be less depressed. Like for example, people score good marks and graduate and achieve something big. We should really appreciate their success. Ever thought that every of your facebook friend has achieved something or is doing something with their life. You will see their success, you will cry about them showcasing their achievement (and they have every right to do so, they worked hard), well, honey, you are enjoying the services of facebook and internet on your Smartphone or laptop and you are crying about not achieving anything. Again, to have a chocolate, you need to earn it; eating it or analyzing about its wrapper is your business. I would really like to talk about people cribbing not having a girlfriend/boyfriend or being single or forever alone. No one is really alone in this world and the ones who are really are, never talk about it because ignorance is bliss. My parents, friends and pets love me though they cannot satisfy my "significant other" needs but they are the ones who actually care for you.

"We accept the love we think we deserve."

- Perks of being a wallflower.

By the time you read this, some billionaire earned another million. This is really annoying because we know their stories, they have taken time to reach their except the Kardashians, the youngest one is earning in millions just by posing in "branded" clothes and there are like five of them. You cannot call them dumb because if you see, they are actually smart. Also, it is not an easy job because they have to maintain their body and you know how difficult it is. This means nothing comes easy and nothing is easily available. So, do appreciate things you have and make sure you thank those who work hard to provide you with such luxuries (food, water are luxuries).

I saw a picture recently; a girl saluting her father, who sacrificed his life for the nation. Just make sure you know, you are living a peaceful life because someone is guarding you, 24/7. Ever thanked them? Ever wished them on Diwali? Our farmers work hard. Ever seen their conditions? And the name sake earning they get? I am writing everything in short because our generation is smart enough to understand such situations. Our society is respecting them (sarcasm, lots of sarcasm).

So, start appreciating things and thank those who helped you through your dark times. I am lucky to have such friends/parents. Helped me a lot. Thanking them is not enough. I have to do something and make them proud.

Omkar Supekar

Recycle The Paper

First day in a college.

Boy saw a beautiful girl sitting next to him.

He wrote on a paper,

I luv U, do U luv me?

Grl replied:

No.

Boy didn't give up.

He erased her answer and passed it to another girl.

She replied:

Yes.

Moral:

Not what U think

Save Earth.. Recycle the same paper as much as U can..)

Pratik Bhosale

MBA 1st (A)



1. I can be cracked, I can be made. I can be told, I can be played. What am I?

Ans: Joke

2. I'm so fast you can't see me, Though everyone sees straight through me, I don't stop until the day you die. What am I?

Ans: Blink of an eye

3. A doctor and a bus driver are both in love with the same woman, an attractive girl named Sarah. The bus driver had to go on a long bus trip that would last a week. Before he left, he gave Sarah seven apples. Why?

Ans: An apple a day keeps a doctor away

4. What is black when you buy it, red when you use it, and gray when you throw it away?

Ans: Charcoal

5. What can be heard and caught but never seen?

Ans: Remark

6. This is as light as a feather, yet no man can hold it for long. What am I?

Ans: Breath

7. I was carried into a dark room, and set on fire. I wept, and then my head was cut off.

What am I?

Ans: Candle

8. You can see nothing else When you look in my face, I will look you in the eye And I will never lie.

Ans: Reflection

9. Until I am measured I am not known, Yet how you miss me when I have flown. What Am I?

Ans: Time

10. Who is silent in the parliament?

Ans: Letter 'A'

Rahul Pawar

1. Peter Piper picked a peck of pickled peppers.
A peck of pickled peppers Peter Piper picked.
If Peter Piper picked a peck of pickled peppers
How many pickled peppers did Peter Piper pick?
2. I thought a thought.
But the thought I thought wasn't the thought I thought I thought.
If the thought I thought I thought had been the thought I thought, I wouldn't have thought so much.
- 3.If one doctor doctors another doctor
Does the doctor who doctors the doctor
Doctor the doctor the way the doctor he is doctoring doctors?
Or does the doctor doctor the way
The doctor who doctors doctors?
- 4.Mr. See owned a saw.
And Mr. Soar owned a seesaw.
Now See's saw sawed Soar's seesaw
Before Soar saw See,
Which made Soar sore.
Had Soar seen See's saw
Before See sawed Soar's seesaw,
See's saw would not have sawed
Soar's seesaw.
So See's saw sawed Soar's seesaw.
But it was sad to see Soar so sore
Just because See's saw sawed
Soar's seesaw!
- 5.Bitty Batter bought some butter
“But,” said she, “this butter's bitter.
If I put it in my batter,
It will make my batter bitter.”
So she bought some better butter,
And she put the better butter in the bitter batter,
And made the bitter batter better.
- 6.How many cans can a canner can if a canner can can cans?
Well,a canner can can as many cans as a canner can can if a canner can can cans!
- 7.A tutor who tooted the flute
Tried to tutor two tooters to toot
Said the two to the tutor
"Is it tougher to toot
Or to tutor two tooters to toot?"
- 8.I wish to wish the wish you wish to wish. but, if you wish the wish the witch wishes i won't wish the wish
you wish to wish.
- 9.Don't trouble trouble, until trouble troubles you! If you trouble trouble, triple trouble troubles you!
- 10.If you notice this notice, you will notice that this notice is not worth noticing.

Pratik Lanjekar

Father & Son

Said the Son to the father it has been done
 The world for me has just begun
 The riches of the world I have still to see
 For me the world is still a mystery
 To you it may be disgusting sight
 But for me it is a wonderful delight
 You have now lived your side
 Following the rules you had to abide
 Now I will walk all the way
 Without looking back or sideways
 It seems that the world is waiting for me
 Looking forward to be with me
 So dear world here I come
 With nothing but a shine on my face
 And a boost in my pace
 Not looking back I will continue my race
 A life of joy I will live
 And all strength to it I will give
 So let me begin on my own
 I alone will reap what I have sown.

Said the father to the son
 For me the world has almost been done
 But I still have the skills
 To allow me to stand still
 For the road ahead is no fun
 Going a little far on this road
 Will increase your burden and your load
 You will no longer see the world's riches
 You will no longer see the world as a mystery
 If you do not abide the rules
 You will become nothing but history
 So my dear son, listen to my words
 May it be irony may it be pun
 I can predict that you will be on the run
 Cause, what you see ahead is not easy
 It will make you feel dull and dizzy
 Mark my words and you will gain pride
 All the obstacles you will keep aside
 You will never have to frown
 Nor will you have to hide
 Cause, what I have experienced will help you fight
 And of course I too will remain by your side

RESHMA AWATI
MBA 1st YEAR(A)



Lessons From Movies

Movies are not mere entertainment. They are immensely informative and enlightening. Creativity indeed goes a long way in bringing about the willing suspension of disbelief. Here we are talking about our lessons from Hollywood in general but what are time zones in the world of fantastic cinema. Nothing I say. We have learned that -

1. Large, loft-style apartments in New York City are well within the price range of most people whether they are employed or not.
2. At least one of a pair of identical twins is born evil.
3. Should you decide to defuse a bomb, don't worry which wire to cut. You will always choose the right one.
4. Most laptop computers are powerful enough to override communications system of any invading alien society.
5. It does not matter if you are heavily outnumbered in a fight involving martial arts - your enemies will wait patiently to attack you one by one by dancing around in a threatening manner until you have knocked out their predecessors.
6. When you turn out the light to go to bed, everything in your bedroom will still be clearly visible, just slightly bluish.
7. If you are blonde and pretty, it is possible to become a world expert on nuclear fission at the age of 22.
8. Honest and hard working policemen are traditionally gunned down three days before their retirement.
9. Rather than wasting bullets, megalomaniacs prefer to kill their archenemies using complicated machinery involving fuses, pulley systems, deadly gasses, lasers, and man-eating sharks, which will allow their captives at least 20 minutes to escape.
10. During all police investigations, it will be necessary to visit a strip club at least once.
11. It's easy for anyone to land a plane providing there is someone in the control tower to talk you down.
12. Once applied, lipstick will never rub off even while scuba diving.
13. You're very likely to survive any battle in any war unless you make the mistake of showing someone a picture of your sweetheart back home.
14. When they are alone, all foreign military officers prefer to speak to each other in English.
15. The Eiffel Tower can be seen from any window in Paris.
16. A man will show no pain while taking the most ferocious beating but will whine when a woman tries to clean his wounds.
17. If a large pane of glass is visible, someone will be thrown through it before long.
18. All bombs are fitted with electronic timing devices with large red readouts so you know exactly when they're going to go off.
19. A detective can only solve a case once he has been suspended from duty.
20. Police departments give their officers personality tests to make sure they are deliberately assigned a partner who is their total opposite.

Umesh Gadhawe

Sambandhship

What is a relationship? A relationship is built upon the understanding between two people. It goes beyond casual acquaintances and evolves into an experience of sharing and gaining an understanding of each other. A relationship is having the ability to empathize things through another person's eyes. It allows you to feel for each other and present a certain amount of connect between the people involved in a relationship. Relationships are an important aspect of one's life. People can either benefit or suffer in life depending on the status of the relationship.

You can find relationships within a family that is strong and close knit. A relationship within a family has characteristics of respect, love and trust. Family relationships actually mould you into the person that you are today. You are today what your family has made you. You have the opportunity to support your family members and make sacrifices to help others in times of need. Mostly it is the elders of the family who lay down foundation to good relationships within the family but it is the responsibility of every member to respond in a positive way. We tend to gather knowledge about relationships from outside too and here we have to be careful as from whom are we taking advice from, because any negative inputs will shatter all the good work done. Relationships have different dimension and interactions. A parent child relationship is entirely different from a sibling one, so each relationship has its own boundaries and etiquettes. One should never mingle these rules so as to have a detrimental effect on the relationship itself. Student and teacher relationships are one of the most important ones because there will always be this one relationship that tends to influence your life in a positive or negative matter.

But every relationship needs understanding, and many a times sacrifices have to be made to make them work. But at the same time when it is very obvious that a relationship is not working, or going in the wrong direction, we must take the ultimate step to end it, rather than linger on to it with wrong expectations. Expectations and relationships are synonymous, because in every relationship a person has an expectation from the other, and this has to be clearly prioritized properly. You cannot expect a relationship to work without putting in your part of effort into it, so never shirk away from giving in that last needed effort.

Enjoy every relationship and try your best to make them last, after all it is these relationships which make our life beautiful and lively. You will be amazed by the things you learn from these relationships.

Vaibhav Jadhav

Letter to a teenager

Much is written and said about 'turbulent' teenage years and the 'awkward' phase of growing up, often by people who are twice our age. So, I thought a firsthand narrative was necessary. As an 18 year old teenager, I have a conflicted personality, am plagued by self-doubt, overwrought with different philosophies on 'living' life, overwhelmed by the choices I have to make independently and the repercussions my decisions will have on my life. I tend to contradict myself sometimes. There are times when I feel my heart racing at a thousand-miles-per-hour just at the sight of someone and times when I feel sluggish and exhausted after eight hours of sleep. There were those moments in my teenage which truly defined who I am as a person, epiphanies that resulted in life changing decisions and fortuitous circumstances which I shall always be grateful for. And there were those decisions I truly regret, goodbyes I wish I had never said and earth-shattering events I wish I could turn right around. Although my life continuously lied between extremes, there have always been a few constants such as my friends, who I share every new experience with good or bad & my family, who encouraged me to evolve into the individual I am today.

You might wonder why I am telling you all this. We humans often tend to think that there's something 'not quite right' about things or people that are unusual or extraordinary. Not wanting to be the oddball in a crowd, you might keep your feelings bottled up. I just want you to know, that right now, somebody out there is feeling exactly the same thing you are feeling right now, whether its euphoria or absolute frustration. What we see isn't actually the world, its just our perception of it. What people perceive as abnormal doesn't necessarily have to be weird. And what's important is not where you are in your life at the moment, it's who you share your joys and sorrows with, however terribly cliché that might sound.

Rohini Salunkhe

Poor Lion

In a poor zoo of India, a lion was frustrated as he was offered not more than 1 kg meat a day. The lion thought its prayers were answered when one US Zoo Manager visited the zoo and requested the zoo management to shift the lion to the US Zoo.

The lion was so happy and started thinking of a central A/c environment, a goat or two every day and a US Green Card also.

On its first day after arrival, the lion was offered a big bag, sealed very nicely for breakfast.

The lion opened it quickly but was shocked to see that it contained few bananas.

Then the lion thought that maybe they cared too much for him as they were worried about his stomach as he had recently shifted from India.

The next day the same thing happened. On the third day again the same food bag of bananas was delivered.

The lion was so furious, it stopped the delivery boy and blasted at him, and 'Don't you know I am the lion...king of the Jungle..., what's wrong with your management? What nonsense is this? Why are you delivering bananas to me?'

The delivery boy politely said, 'Sir, I know you are the king of the jungle but ... did you know that you have been brought here on a monkey's visa!!!

*Better to be a Lion in India than a Monkey elsewhere!!!!

PHILSHAN FERNANDES
MBA 1ST YEAR (A)

मोठा भाऊ...

प्रत्येकाच्या जीवनात आपल्याला आधार देणारी, आपल्या सोबत चालणारी, आपल्याला मार्ग दाखवणारी, आपल्या सोबत दुःख वाटणारी आणि आपल्याला त्यांच्या सुखात समावून घेणारी काही व्यक्ती आणि त्या व्यक्तींपैकी एक अशी व्यक्ती असते की ती खूप जवळ असते आपल्या.

माझ्या जीवनात सुद्धा अशी व्यक्ती आहे की ती माझ्या प्रत्येक सुखात सहभागी असते आणि दुःखात सुद्धा सोबत असते. मी केलेल्या माझ्या चूका मला सांगत असते आणि त्यातून सावरण्यासाठी मला वाट सुद्धा दाखवत असते. आपल्याला जन्म देणारी आपली आई असते आपल्याला खांद्यावर घेऊन खेळवणारे आपले बाबा असतात. शाळेसाठी डबा करून देणारा तो आई चा हात असतो. आपल्याला खाऊ घेण्यासाठी पैसे देणारा वडीलांचा हात असतो पण आपला हात धरून शाळेत घेऊन जाणारा तो हात म्हणजे आपल्या मोठ्या भावाचा हात असतो. जाताना तिकडे जाऊ नको, कोणी काय खायला दिले तर मुळीच घेऊ नको, आईने दिलेला डबा पूर्ण खाऊन घे, कोणाला तो देऊ नको. आपल्याला जर कोणी मारले तर त्याला पहिले मारणारासुद्धा आपल्या मोठ्या भावाचाच हात असतो. नेहमी पाठीशी भक्कमपणे उभा राहणारा, प्रत्येक अडचणी मध्ये अडगळ प्रसंगामध्ये पाठ बनून उभा राहणारा, परिस्थिती सोबत लढण्याचे सामर्थ्य देणारा तो हात असतो.

माझ्या आयुष्यात नेहमी त्याचे स्थान खूप महत्वाचे आहे. आतापर्यंत माझ्या प्रत्येक कर्तृत्वाला माझ्या कलेला व माझ्या जडणघडणी मध्ये, मला घडवणारा तो व्यक्ती म्हणजे माझा मोठा भाऊ. मला नेहमीच एक दिशा दाखवणारा आणि मला नेहमी मोटीवेट करणारा माझा भाऊ तो त्याच्या शिक्षणासाठी बाहेरगावी असताना देखील मला कधी तो माझ्यापासून दूर गेलेला असे वाटले नव्हते. तो रोज चौकशी करत असे. माझ्या अभ्यासाविषयी विचारत असे घरी सर्व ठीक आहेना, मम्मी, पप्पांकडे लक्ष दे ! हे आवर्जून सांगत असे. माझ्या सोबत एका भावापेक्षा तो एका मित्रासारखा जास्त रहात असे. आम्हा तिघा भावांमध्ये तो सर्वात मोठा पण स्वताचे मन मारून तो आम्हाला आवडती वस्तू देत असे. आमच्यात तो नुसता मोठा नसून मोठ्या मनाचा सुद्धा आहे आणि आम्ही सुद्धा कधी त्याला अंतर दिले नाही आणि देणार पण नाही. तो आज आमच्यात मोठा असून आज सुद्धा तो आम्हाला वडीलांच्या ठिकाणी वाटतो आणि नेहमी वाटत राहणार, म्हणूनच नेहमी दुसऱ्यासाठी लिहीणारा मी आज हा लेख मी त्याला dedicate करतोय, मोठ्या भावाला.

- केतन मोरे



6 Reasons Why We Lie

We all lie, but why do we lie? Sure, lying is both useful and sometimes even fun, yet there are fundamental reasons why we lie. These main reasons are:

Fear of Harm : The easiest reason to understand why we lie is for self protection, including self deception, to prevent harm to ourselves. This harm can be either physical or mental.

Fear of Conflict : To some degree, we all fear having an argument.

Fear of Punishment : When growing up, how often did we lie about how well we did in school, or who started a fight? How often do we cover up our mistakes and transgressions?

Fear of Rejection : Sometimes, our insecurities are the foundation of why we lie to each other, because we want to be remain popular in our relationships. Typically, it is harmless boasting to make ourselves appear more admirable to other people.

Fear of Loss : This is usually the loss of personal objects, such as money or expensive valuables. Greed is the foundation for this reason and can be found in each of us. We often lie to make ourselves more desirable to other people too. Most common, people lie for fear of losing an opportunity to have sex. Other times, when our self esteem starts to decline, we even lie to ourselves as means to prevent loss of morale.

Altruistic Reasons : We often lie to help our friends and loved ones. How often do we flatter someone just to make them feel better? This is the only selfless reason why we lie.

Despite all the technical reasons why people lie the fundamental reason why people lie is **because it mostly works**. And because lying has become more understood in today's society, lying has become more acceptable. It has sometimes even become an admirable and useful social skill.

That is the Truth about Lies.

ASHISH MOTIPAULE
MBA 1ST YEAR (A)

LIES

How You Made Money ?

A young man asked an old rich man how he made his money.

The old guy fingered his worsted wool vest and said, "Well, son, it was 1932. The depth of the Great Depression. I was down to my last nickel.

"I invested that nickel in an apple. I spent the entire day polishing the apple and, at the end of the day, I sold the apple for ten cents.

"The next morning, I invested those ten cents in two apples. I spent the entire day polishing them and sold them at 5:00 pm for 20 cents. I continued this system for a month, by the end of which I'd accumulated a fortune of \$1.37."

"And that's how you built an empire?" the boy asked.

"Heavens, no!" the man replied. "Then my wife's father died and left us two million dollars."

JINESH JAIN
MBA 1ST YEAR (A)

Humanity's Responsibilities

It does not matter if God created man or if man created God. For all practical purposes, "God is dead" as Friedrich Nietzsche once wrote. Mankind now lives in an age of science and reasoning. For instance, our laws are governed more by reason than by religious beliefs. Furthermore, our logic dictates our morality instead of religion dictating morality over the uneducated masses. Our ability to reason now dominates our lives, our beliefs, our cultures, and our world. Even if God exists, mankind can no longer depend on what it can not control and has no direct influence over. It is time for mankind to be completely independent from the need of divine intervention. It is also time for mankind to be completely independent from the desire of divine intervention. In other words, it is time for mankind to grow up into a responsible adult. Humanity needs to be self determinate, and humanity must want to be self determinate too. It is now the responsibility of mankind for mankind. Mankind now has the responsibility for the entire planet too. Only by ourselves and without unproven beliefs, can mankind bravely face the universe and overcome challenges as a responsible adult. This is the only practical guarantee for the future of mankind.

AAKASH BHALGAT
MBA 1ST YEAR (A)

Ekaant

Just like every day, after completing all the domestic works I was on the way to my work. Sitting on the rear seat and going through the newspaper, was hoping for another normal day at office, the car was cruising at a normal pace halting only at the signals. The noise all around was just typically irritating, and the continuous honking of vehicles was getting on my nerves. As it is these vehicles make such noise and to add to the disturbance this honking was really disturbing. Some people honk even to a speed breaker hoping honking would make it give way.

We passed by a Temple on the way and I really detested the loud Hymns and Chants broadcasted outside it, then we had a function hall also to add to my problems, sometimes wished I could take another route but had no option. I had many a times wished we had a noiseless world, where only silence prevailed. Cursing all the contributors to this unwanted pollution, I reached office and went to my cabin and started my work for the day. Like any other day it was almost dark by the time I completed my work, but this was normal. Finally I reached home tired, somehow managed to finish all my routine works, enjoyed a TV show while having a lavish dinner and went to bed for the night.

I woke up the next morning and looked at the time piece and was astonished to see I was way late. I wondered, “How could I have missed the alarm?”, but did not give it much thought as I was already late. But all the while in the back of my mind I had feeling that something was wrong, and then decided to think about it later, I just proceeded with my regular routine but at a faster pace. As Usual I switched on the TV while having my breakfast, the picture was ok but something was wrong with audio, I fiddled with the volume control but that did not settle the issue, cursed its age and got along with the chores. I locked my apartment and proceeded for the car. The driver was already there as usual, he greeted me, I did not hear or did not bother to, but I acknowledged him back. He opened the rear door and I got inside, picked up the business newspaper from the seat and made myself comfortable. He closed the door and moved towards the driving seat. Now for the first time I noticed that from morning I did not hear a Sound. Now this was both pleasing and alarming, felt a surge of sudden insidious panic. Now the car started and I could not hear the engine running, we passed by many cross roads and the traffic was very much the same as every day, but to my astonishment I could not hear any sound, leave alone the noise. I had always envied the lucky astronauts who went into space away from all the noise which we had to tolerate, but now suddenly my perception was becoming shaky. Like every day, we passed by the Temple, and now to my surprise I was actually looking forward to hear those Hymns which I had always hated, the place was all crowded as usual but there was no sound at all. It gave an eerie feeling and my heart missed a beat. For the first time it struck to me about how frightening complete silence can be. There were many thoughts creeping inside me, “have I gone deaf”, “have I gone crazy” or “has the world gone bonkers”. I could see a local political leader standing on the dais and I could even see few people sitting in front of the dais suggesting he was saying something but to my amazement I could hear nothing. By now the silence around had become horrendous and unbearable. I felt I was missing out something very important, very vital for life. Every noise producing thing which I had thought dreadful came to my mind and I was saying to myself, “God, please let it please make a loud noise”. It was as if I was going around in search of a little sound no matter where it came from. Suddenly the astronauts did not seem lucky anymore.

Suddenly I was startled by a shrill sound, only to find myself staring at the timepiece. It Seemed like I was having a bad nightmare. I woke up recollecting my dream and thanked God that it was only a dream. But it was something that taught me how to be appreciative about things we have around us in our life, no doubt they be of discomfiture at times but one should always try to bring them down to a comfortable level rather than writing them off. Now whenever I go to the park I just love the way children make noise when they play, I love the chirping of the birds, and love to catch the sounds of things which I never thought existed and even appreciate music. But then anything in excess is bad, even good food. So love the sounds around you, because it proves your existence and try to positively contribute to it. And since this is manmade, it entirely becomes our responsibility to keep the levels under check. Remember something liked by you may not go down well with the others, so make it enjoyable for everybody around. Play music at soothing levels, do not Honk unless necessary, avoid making loud noise near schools and hospitals. After all we all have come here to make this world more beautiful, so let’s do it.....

Dr Pooja Upadhyay
Associate Professor

Relationship

Relationship is more than a want, it is a need, food for our happiest, healthiest, most productive selves, and unfortunately they don't come easy; they take an investment in time, energy and learnable social skills. Relationships cannot be taken for granted. The more you put in, the more you get back.

Every relationship is unique, each has its own dimension and workable boundary, they are like the six thinking hats. A strong healthy relationship is a wonder drug. Every entry in this world is because of a relationship, family becomes the support bond building and strengthening health, mind, and connections. But the flip side is if the relationship isn't working, it can be a tremendous drain.

Relationships require attention, expectations are a natural fall out but constantly compromising will build resentment and anger. All relationships follow the basic principles of healthy bonding to keep it meaningful, fulfilling, and exciting both in happy and sad times.

The proud “I” is in existence because of the contribution and experiences from many

We start our life from a warm secured bonding amongst people who relentlessly strive to make us into somebody. The secured dependable relationship where the incumbents automatically get involved is the Parent-Child Relationship, it is like a cocoon. Kids feel secured in the feeling that their elders will be there when needed. Sibling Relationships are an extension, it simulates the companionship of parents as well as the power and assistance of friends. It reflects cohesiveness and builds competitive relationship not only for attention but for recognition in the world. Sibling bond is influenced by experiences both from inside and outside the family environment. Values & absorbed learnings are the pillars in shaping the behaviour and personality.

Student-teacher Relationship is another secured bonding. It is more than a charming social perk, linked with a variety of beneficial effects which extend beyond class rooms. They are the friendly guides “Mai Hu Na” during the dangerous period of growing up. Unknowingly these relationships act like moulds in building the behaviour and personality.

Nutritious fodder for a healthy Relationship

- **Staying involved with each other.** Some relationships get stuck in peaceful coexistence; it may seem all is hunky dory on the surface but scratch the surface and loose soil is apparent. The culprit is lack of involvement. Flag “We”, and “I” will automatically take a back seat. Relationships are not built on expectations but involvement.
- **Getting through conflict.** Expect ups and down. The key is expression of thoughts. Fight fair without fear of retaliation, humiliation, degradation, or insisting on being right. Every individual has a unique way of expression some talk things out quietly, while others may raise their voices and passionately disagree, whatever the way, keep the focus on the issue and resolve the damage.
- **Keeping outside relationships and interests alive.** Expecting too much can put a lot of unhealthy pressure on a relationship. Friends and outside interests bring new insights to the relationship.

Communicating. Honest, comfortable and direct communication is a key part of any relationship. Each of us is different in how we best receive information and that goes for the responses also. Do not assume but express to avoid confusion. Make sure the transmitting feelings are correctly interpreted. Misunderstanding leads to frustration and anger. Nonverbal cues are critical to communication.

Prof. Madhu Shridhar
Professor

ROLE OF ENTERTAINMENT IN ADVERTISING

As part of my routine I had been to vegetable market last Sunday. As usual there were several vendors having their fixed and temporary stalls in the market. I could see that many vendors especially those who were selling vegetables on road with temporary stalls were shouting loudly. They were shouting in a typical rhythm the same thing i.e. the name of the vegetable they are selling and its price. People were making crowd around those vendors who were calling out loudly. To the contrary those vendors who were not speaking were seen with fewer crowds.

Customers are not just interested in facts & figures but if any product or service is sold to them by making a story then it is liked by them & they accept it quickly.

Example : A teacher of marketing subject asked students to make a speech of one minute about a product. Maximum students made speech with facts & figures about the product they are selling. Very few students made use of story in their speech.

When teacher asked students to write down what they remember from speech, very few could recall about facts, figures & statistics while rest all remembered the story.

There is one proverb in Chinese “A PERSON WITHOUT SMILE ON HIS FACE SHOULD NOT OPEN A SHOP”

It means that whatever business you are in, you also need to be in the business of entertainment.

Let us go through one interesting story, LOGIC, PERSONALITY & EMOTION walk into a hotel & each order a cup of coffee. When the coffee arrives they notice that all three cups have a fly in them.

LOGIC picks out the fly out of his cup dissects it & writes down a list of all its features.

PERSONALITY picks out the fly, gives it personality make over & sends it to make its fortune.

EMOTION picks out the fly & after a thought tells everyone the fly’s story. People listened to it laughed, cried & took pictures.

PERSONALITY is what we are. Attributes, features & facts are what our product or service has. Stories, entertainment & like ability are what our customers want.

While designing an advertise if a marketer is selecting funny, surprising, awesome, shocking, dramatic, funny, quirky, off-beat, creative, passionate, light-hearted, whimsical, energetic words, symbol, signs or a combination of them then only he can create an entertaining advertise.

Personality- Sells well if it is interesting.

Logic- Explaining features & benefits of products sells, but not many people read manuals.

Emotion- Weaving a story & making meaningful emotional connections sells very well.

An advertiser when combines all above elements skillfully can really make his product or service sells.

Prof. Sunil Chougule
Assistant Professor

ROWING IN MBA CAREER

Once again there is boom in management career where the students can prove their mettle and It is a right platform for their skills and abilities. Even a little guidance can prove helpful and catalyst elements for career of the students. Many students coming from outside of Maharashtra and from interior part of Maharashtra and they wonder in search of proper institute which can offer them desirable placement and career guidance. Unfortunately students are least bothered about those in statute which can give them desired in-depth knowledge about the subjects of management and corporate values. In fact this is a key variable factor for getting the appropriate jobs in corporate sectors. Many institutes are also not giving proper guidance and has become mews for the students. It is observed that majority students are becoming nasty after completion of their first year of autonomous MBA course in different institutes.

Majority students face the following problems while choosing MBA career and choosing the institute.

- Which institute will be the best for me?
- Whether I should change the allotted institute?
- Which specialization I should Opt?
- Whether I can do dual specialization?
- What is placement scenario of any of any particular institute?

Answers for all above dilemma are very simple and lucid. Only the difference is that students are carrying heavy expectations from the day first of their MBA career, Big expectation and high ambitions are not crime but at the same time they should not forget that every river possess finger width at the beginning even if its end point is much wider and huge. Students want to grab so many things and opportunities and expecting high positions within no time and which is highly impossible. Any big company or nation or tree can't grow within span of one night. Constant and zealous efforts and hardship is necessary for successful achievement in MBA career. One common feature is observed in MBA students is that they are just behind of instant results and they have become very impatient in all the aspects.

In now days MBA career and course is going from tremendous cut throat competition, students should add more feathers in their crown.

As far as the institutes are concerned, students should not transfer 100% responsibility to the institute for their career. On the contrary students should note that institute is a workshop for moulding the students and these are not placement agencies. Students should be choosy about the institutes if they have got any options. Institute is not everything but it is something for their Intra structure, Placement, teaching staff, library and other activities are parameters for making the right choice of the institutes.

This is also equally true that avenues for marketing field are better than other streams of specialization. Marketing person should have enough fluency in English language he should be more alert about the market situations and market opportunities.

Smart and modest personality and excellent presentation is very essential for marketing students. Lazy and weak in communication are big enemies of marketing. Marketing person must be extra ward by default.

Students always carry one sort of phobia in their mind for selecting Finance as a specialisation. They are thinking that they are from non commerce background then whether they will able to cope up with finance specialisation or not. Please remember that it has got no way connection for selecting finance specialisation. Finance sector required always alertness of mind about every action which will affects money.

Tremendous practice, constant touch, with surrounding changes in finance sectors like international events of finance, FDI, Rate of Interest, Governments policies, RBI's notification. effects of new policies an FDI & stock markets, Investment opportunities, Sales Tax, VAT, Annual Budget etc. Control over the calculations & figures is most essential quality for finance person, Quick action, fast decisions, are required by finance person. Emotions, madrigal got zero value in finance line. He must have petions & ability to resolve scrimmage situation. Please note that people working in banking sectors, they all are not having finance background, 60% people in banking sector are having non commerce background then question is that how they are managing properly? The answer is “Practice”. Any small difference, casual approach will not be tolerated in finance line.

HR specialization requires basic knowledge of different laws and human handling capacities. Handling of materials, machinery and money is totally different than handling of human being. Emotional values are added with human being so that it becomes very difficult to tackle the situations.

Among MBA student's system specialization is the last choice. There are different reasons for them. In spite of that system or production specialization cannot be said worst.

It is also observed that many students are doing dual specialization only for craziness or for impression. Frankly speaking dual specialization cannot be materialized much in the market. Student should do dual specialization only if there is strong and confirmed benefit from it.

Placement is a last station in entire MBA journey. Placements are 80% based on students abilities and qualities. Don't expect 100 KM speed when your train is just starting from the platform. Students should not find any bypass for hardship. Smart work is also essential along with hardship. Students should pusses very modest approach and balanced talk in corporate sectors. There is no dearth of human beings in India. But there is always shortage of sincere and hardworking and punctual people.

Dr. Sanjay Patankar
Officiating Director

Book Review

Title : LICENCE TO LIVE
 Author : Priya Kumar
 About an Author :

Priya Kumar is an Indian motivational speaker, corporate trainer, columnist ,radio jockey and author. Priya Kumar has been awarded as the Women Leader in India; She has an Honours degree in Economics from Mumbai University, a postgraduate qualification in marketing and sales from Narsee Monjee Institute of Management Studies (NMIMS)

Essence :

The book is about an emotionally broke person who has everything - name, fame, good job, designation, bank balance etc... Yet who feels a emptiness within her life.

She puts herself in the character and tells story about journey.

She meets a mentor who guides her into a path of self-discovery through the form of a seven day coaching program. Which is Very unique and different....Like the note says” If you are on time consider you are late”

The first agenda on the workshop was the trainees need to travel different countries with no money..... Like that through series of various tests given in the workshop author finds the deepest meaning of
“PAST, PRESENT & FUTURE”

My understanding from the book is

- If you don’t leave your past it repeatedly pulls you back & slows down your progress.
- If you stuck up with present comfort you cannot achieve your goals.
- You need to be passionate about your future.

I found some part of the book unrealistic but the way author has connected the dots is form of past, present & future is commendable.

This is exactly how life treats you or teaches you lessons .Life has set you on a mission and each who steps in your life is some way or the other helping you stay on track!

My sincere request to each one of you is please read this book once ...May it help you....

Urssila Sumant
 Assistant Professor

Career Opportunities in Operations Management

Operations Management is the heart of any company. It involves the essential steps of producing goods, quality control, quality management, managing the supply chain, facilities management, product formulation and design, ordering of goods, warehousing of goods, contacting vendors, purchasing of external products. There are millions of good jobs available in operations management and these positions offer substantial upward promotion potential.

It would normally start in a line associate position reporting up through a supply chain department or a plant manager. It would have specific responsibilities such as monitoring warehouse inventory levels, vendor management or shift supervisor. In time you could rise to be a plant manager or a VP (Vice President) level person overseeing a broad range of operational tasks in a company. Ultimately, an operations manager has the opportunity to rise to become the Chief Operating Officer.

A related discipline is operations research. This area involves the use of quantitative tools such as dynamic programming to solve corporate problems such as how to schedule arrivals of airplanes at a hub.

An undergraduate degree in operations management would be strong preparation for this field. Not all entry level positions require this degree. An MBA or Masters in operations management is also very good preparation. The master's degree will allow you to start at a higher level in the management chain. These positions require excellent people skills, the ability to master processes and mechanical matters and intelligence. It is important to be familiar with information technology, quantitative analysis, people management and problem solving.

Surprisingly, operations managers spend only 10%-20% of their time dealing with paperwork or machines. It's a misconception that operations only deals with machinery and has nothing to do with people. The rest of the time is spent on people issues, such as, trouble shooting processes and counseling people from the warehouse drivers, to assembly workers, to buyers.

Quality assurance managers must be able to work with employees at all levels in the firm from assembly workers to top executives. Thus, they must be able to have a variety dialogues and understanding of the whole business.

Purchasing managers, buyers, and agents spend half of the income produced by an organization. They are under enormous pressure to skim off the top, bend the rules, and even take kickbacks. Thus they must have complete integrity and ethics.

There are a wide variety of career options in the field of operations management. Some key opportunity areas are:

1) Operations Manager :-

The operations manager is focused on optimizing general corporate infrastructure by monitoring and changing the work environment, vendor selection, supply chain management, real estate and budgets.

2) Materials Manager :-

Stores a product through all phases from production to finished goods, shipping between departments, transportation to distribution centers, warehouses, and customers. Materials managers must insure that the firm has the right item, at the right time, for the right price. This holds for both good and services. For services, the emphasis is on ordering, receiving, storing and distributing any resources required to perform the service. Jobs include: traffic manager, warehouse manager, logistics manager, materials manager.

3) Purchasing Manager :-

Buys the goods and services, raw materials, and supplies required by the firm for its operation. They coordinate the quantity, quality, price, and timing delivery appropriate for the firm's needs. Every firm makes certain purchases each day. Basically every sector deals with purchasing: public and private. Purchasing people spend on average, half of the income of the firm for which they work. Jobs include: expeditor, buyer, purchasing agent, purchasing manager.

4) Industrial Production Manager :-

Coordinates the activities of production departments of manufacturing firms. They are responsible for the production scheduling, staffing, quality control, equipment operation and maintenance, inventory control, and coordinating the unit's activities with that of the other departments. Jobs include: line supervisor, manufacturing manager, production planner, production manager.

5) Operations Research Analyst :-

Decides on the best allocation of resources within an organization or system. Resources include time, money, people, space, and raw materials. They might also compare competing research projects to determine what one performs best on time, results, and cost given a fixed set of resources and recommend what project to keep and what project to drop. Jobs include: industrial engineer, systems analyst, office manager, and forecaster.

6) Quality Assurance Manager :-

Works on the prevention of product deficiencies through prevention, detection, and correction. They ensure that production goals and quality are met. They might sample, inspect, and test operations and set standards. With the advent of the Malcolm Baldrige Award many of these managers are part of a firm's total quality management strategic initiatives. Jobs include: quality assurance manager, inspector, and technician.

7) Facilities Co-ordinator :-

Designs the physical environment of a company. Work on building design, furniture and associated equipment.

8) Logistics Manager :-

Responsible for supply chain management in a key area of the corporation. Focused on efficiency and accuracy in receiving and shipping goods. Highly process focused.

Dr. Sanjay Patankar
Officiating Director

Prof. Vishal Wagh
Assistant Professor

DO WE REALLY NEED TO THINK AND RELY ON WATER RECYCLING BECAUSE HOW LIFE WOULD BE AT 2050?

As now a day's water scarcity is one of the biggest challenges for all of us and monsoon is giving us a tricky delay, in such circumstances what should be our plan of action. Do we really need to think and rely on water recycling?

The answer to this question is yes this is the only available option for in front of us so that we can increase the water resource and not only increasing the resource we need to think on proper use.

Water recycling is the way where we can solve this problem. Rain water harvesting can be done in various ways. Rain water harvesting by terrace harvesting system, Pavement block road system and doing the plantation as much as we can. Sewage Treatment Process (STP) plants to be made compulsory in every housing society's so that water can be recycled and used for gardening and plantation.

The harvesting of rainwater simply involves the collection of water from surfaces on which rain falls, and subsequently storing this water for later use. Normally water is collected from the roofs of buildings and stored in rainwater tanks. Water can also be collected in dams from rain falling on the ground and producing runoff.

On the other hand at rural places for farming we can have rain water harvesting system by making reservoirs by making blockages.

This is how we can solve this problem.

Goud Sunil S.
Assistant Professor

Bhalchandra Bite
Assistant Professor

Role of Placement Cell in Career Enhancement.

Current scenario of MBA is enhancing due to new Government Policies. Now a days opportunity for MBA students in corporate sector are booming steadily. Here every institute offering MBA are also enlightened with this new changes. Institutes are providing maximum inputs & trying to get new avenues available for the students for corporate sector.

Now a days Government has also taken various steps to develop skills of students providing various skill development programs under the flag ship program of “Make In India”. Placement cells are putting their whole hearted efforts for giving towering effect for placements but at a same time students should remember that placement cell of any institute is not a placement agency. They are supporting to novice to make them perfect as per demand & requirement of industries.

Students should take initiative & pay full attention towards placement cells activities. Many times students are observed very lethargic, about appearing for interviews. There are obviously limitations on placement cell that to what extent they can nudge the students for appearing & facing the interviews.

Statistic also reflects that 25% students don't turn up & tune for interviews. After doing analysis it is identified their expectations are very high at the beginning stage only. One should not expect high speed of a train when it is just leaving the station. Unless & until student will jump in to corporate world they will not understand the requirement and culture of it. Corporate world is oblivious commercial unless & until excellent inputs are given no return can be access.

Students should try to understand their capability, experience & knowledge. They should understand themselves that they are nothing but a simple nub for the industry. They can get a shape & experience when they will be ready to enter into the corporate world at given salary.

After saturation of experience & knowledge they can quote their higher salaries expectation. For getting the interest on the amount deposited in the bank some time span is required. Likewise for getting higher salary certain base of experience & knowledge is required.

Students should understand that for becoming a Novel novelette is essential. Placement cell takes very hard efforts to bring various new opportunities for the students. Placement cell organises campus drives, pooled campuses also organizes various guest lecturers & industrial visits which adds value to the knowledge of students & keep them updated.

Placement cell helps to bridge the gap between Industry expectations & institutes by providing various soft skill development programs. Students are made corporate ready with the all efforts of placement cell. Now it's time to take maximum advantage of placement cells efforts for building the career at same time students should remember that quality of ornament is based on gold & gold smith.

Dr. Sanjay Patankar
Officiating Director

Mr. Mayur S. P.
Training & Placement Officer

Golden Clicks



Flames 2016 : Decoration & Rangoli Competition



Fresher's Party 2015



Shri R. R. Deshpande (MD, Kirloskar Group)
Shri Suresh Pratap Shinde, Hon. Joint Secretary AISSMS
during prize distribution function.



Performance of MBA Sem-II Students



Performance of MBA Sem-IV Students



Drama by MBA Sem-IV Students



Face Painting Competition



MBA Sem-II Students in Flames 2016



Dance Competition, MBA Sem-IV Students



Farewell Party



Dr. Sanjay Patankar during prize distribution for
specialization club



Dance Competition, MBA Sem-II Students

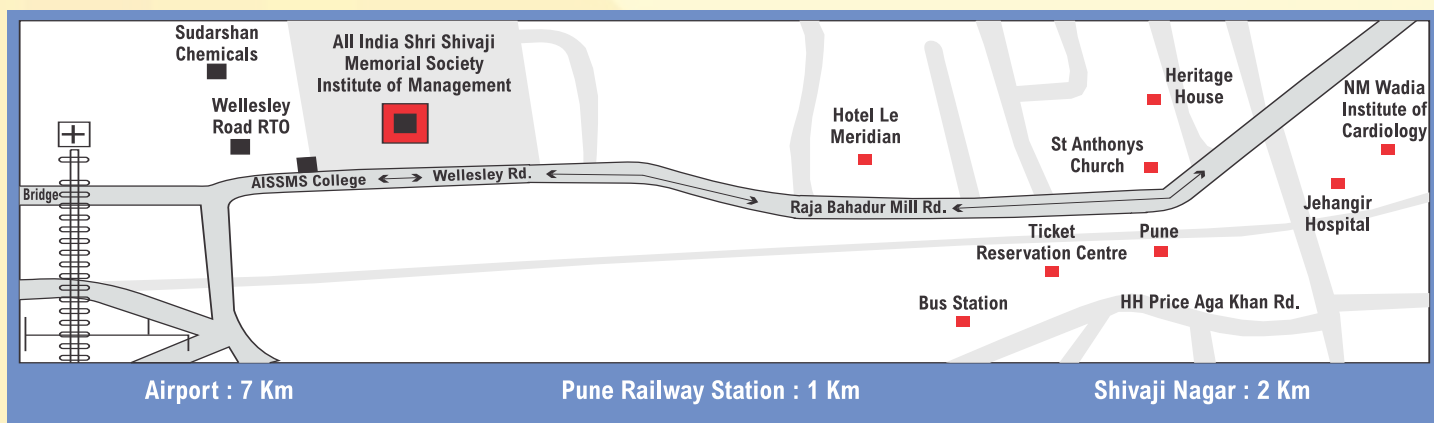


Traditional Day Celebration, MBA Sem-II Students

The institute of management (IOM) was established in 2002 in affiliation with the University of Pune. Its two years full time 'Master in Business Administration' program is duly approved by AICTE. The aim is to develop conceptually sound management graduates and to groom the young minds to the ground realities of corporate India. The institute strives to nurture leadership qualities through activities like co-operative learning, brain storming, case study, field assignments, project internships, collaborative research partnerships, competitive events and integrated social initiatives.

SALIENT FEATURES

Highly Qualified and Experienced Faculty	FDP / MDP / Workshops
Continuous Academic Monitoring	Small Group Activities
Study Circle for Competitive Exams	Soft Skill Training
UK and US Universities Collaboration	Student Welfare Programs
Student Exchange Program	Earn and Learn Scheme for Students
Online Research Database	Entrepreneurship Development Cell
Specializations Club	Sponsored Projects
Language Lab	Social Projects
Corporate Advisory Body	Industrial Visits, Expert Lectures
Professional Body Membership	International Speakers
Seminars / Conferences	Guaranteed Placement Assistance



All India Shri Shivaji Memorial Society's Institute of Management (MBA)

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