



**ARAVALI**  
*Outreach*

**ARAVALI INSTITUTE OF MANAGEMENT**  
(An institution of Marwar Education Foundation)



**Quarterly e-Newsletter**  
Issue-II, March 2009

## EDITOR'S VIEWS: GOING TO THE GRASSROOTS

*"Great things are done by a series of smaller things brought together."*

~ VAN GOGH



When a successful rally, against the use of poly-bags, takes place in a small city like Jodhpur, that too by management students – the awareness gets created in a very quick way and the public gets a real strong message.

Instead of keeping the focus solely on business, Aravali Institute of Management stresses on the diverse issues pertaining to 'Management'. It is just not about managing business, but to manage ourselves – our time, our thinking, our ideology and our actions.



Apart from the one mentioned above, Aravali students also took part in the Ganga Bachao rally, held in Jodhpur. These active participations, as well as the core subjects Environment Management (with Centre for Environment Education, Ahmedabad & Tarun Bharat Sangh, Bhikampur) and Development Management (with Development Alternatives, Orchha) make our budding managers reach the grassroots and think in a holistic way.

The most important event in Term-III of the academic year 2008-09 was the 6<sup>th</sup> International Management Convention, held after long 5 years, at Taj Hari Mahal during the busy month of March. Delegates from various countries as well as across India participated in it. It was indeed a great opportunity for our students to combine their knowledge from grassroots activities to the highest level of corporate world exposure, being a part of Aravali.



I, on behalf of my Editorial Team, need to thank Dharmveer, an alumnus of our Institute, for his sincere efforts to conceptualize "Aravali Outreach". Without his initiative, "Aravali Outreach" may not have reached you today.

Enjoy life...spread happiness...

**AMLAN BHATTACHARYA**

Assistant Professor & Editor-in-Chief

# THE VOICE OF MARWAR: MAHARAJA GAJ SINGH

Contributed By: Dharmveer (2006-08 Batch)

“  
*Jodhpur of my dream is where everyone can live with dignity, with access to good education and health facilities - in short a place where people can live together with pride & respect for each other.*

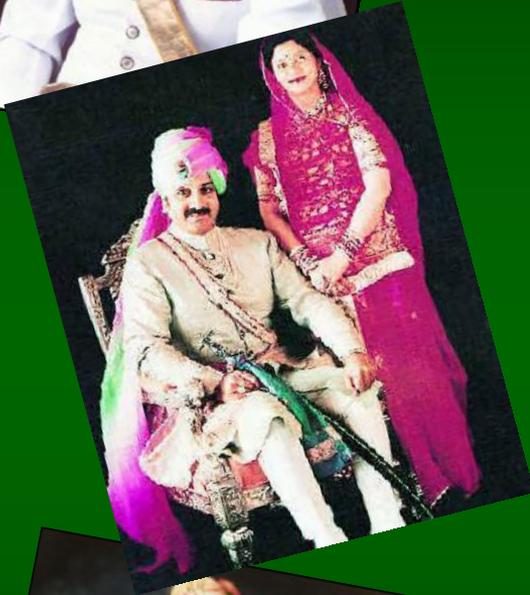
*Aravali Institute of Management is a step towards the fulfillment of my this dream. I have seen Aravali growing over the years from fledgling institution, overcoming many hurdles, to blossom into a reputed fraternity of management education. Aravali under the guidance of Prof. Varun Arya (alumnus of IIM-A, IIT-D) is a pioneer in this field & has set very high benchmark for its followers.*

*At last I would like to convey my continued best wishes and support with the message that they should continue to stride forward and build upon the reputation and good name which they have achieved without compromising their own high values.”*

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Maharaja Gaj Singh was born on 13th January 1948 to Maharaja Hanwant Singh and Maharani Krishna Kumari of Jodhpur. He succeeded to the titles and dignities of his father when he was only four years of age. After completing his education from Eton and Oxford, he returned to Jodhpur. He was the Indian High Commissioner to Trinidad and Tobago. He also served a term in the Rajya Sabha, the Upper House of the Indian Parliament. In an interaction with the students of AIM, he shared his views.

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## 6TH INTERNATIONAL MANAGEMENT CONVENTION

By: Neha Garg & Prashant Sharma (PGP-I)



Aravali Institute of Management, standing tall and sincerely working towards becoming a truly world-class institution, organized its **6th International Management Convention** during 06 – 08 March 2009 at Taj Hari Mahal, Jodhpur. The theme of this convention was “Building World-Class Organizations” and it was dedicated to the memory of late Dr. I. G. Patel (Formerly Governor, Reserve Bank of India and Director, London School of Economics, UK).

Many eminent personalities and world renowned speakers attended and shared their wisdom in front of the budding managers of AIM on many important and diverse topics relevant to the theme of the convention.



## 6TH INTERNATIONAL MANAGEMENT CONVENTION

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The first day of convention was conducted by a Welcome Address given by Prof. Varun Arya, Director, Aravali Institute of Management followed by the Inaugural Address by Dr. (Mrs.) Alaknanda Patel, an eminent Economist from Baroda and wife of late Dr. I. G. Patel. The Presidential Address was delivered thereafter by Maharaja Gaj Singh, Chairman, Board of Governors, AIM.

After the Inaugural Session, faculty from IIM-Ahmedabad, speakers from leading national and international organizations from the various countries, viz. USA, Mauritius, Netherlands, UAE etc. spoke during the various sessions. These three days, Taj Hari Mahal's Amar Hall was fully packed with numerous guests, press & media people as well as the faculty members and students.

On the second day, the evening was made colourful by eminent singer Mrs. Shobhana Rao and her group from Delhi who were invited to add the flavour of music to this world-class event.

The convention was concluded with a Valedictory Session in which the Chief Guest, Prof. Samir Barua, Director, IIM Ahmedabad delivered his speech. Guest of Honour address was given by Dr. (Mrs.) Alaknanda Patel followed by Vote of Thanks by Prof. Varun Arya.

To capture this vibrant event, in the usual Aravali way, a group photograph with all the participants of this historic event was taken.

## SKY IS THE LIMIT...

By: **Manish Kalla**

Interviewed By: **Dharmveer**



The experience of two years at Aravali Institute of Management was really a great exposure for me to lead in the world of business. AIM has changed my whole life. Coming from a simple Brahmin Marwari family, it was difficult to cope up with the curriculum; but there was a great help from our Director Mr. Varun Arya & all other faculty members.

I learnt ethics, attitude, integrity, skills & hard work, which have lead me to this position today. Its easier to get a position, but to maintain that position and grow is very tough in this competitive environment, and all those points taught in AIM help a lot to have a self assessment and to make a path to grow.

After passing out from AIM, I started career with SHYAM TELECOM, Jodhpur. I joined AQUASAN TEC Group in 2003. Today I am working with them as Country Head for Tanzania, which was a case study for me, where I had to apply all my two years' practical & theoretical knowledge.

At last I would like to quote that “ Communication is the key to all success.”

[ Manish Kalla is an AIM alumnus of 2001-03 Batch and he is presently the Country Head (Tanzania, Zambia, Malawi) of Aquasan Tz Ltd, Dar Es Salaam in Tanzania, an organization under the Aquasan Tec Group, Africa ]

## LUCK

He worked by day  
And toiled by night  
He gave up play  
And some delight  
Dry books he read  
New things he learnt

And fogged ahead  
Success to earn  
He plodded on with  
Faith and pluck  
And when he won  
Men called it LUCK

By: **Neha Garg (PGP-I)**



Illustration taken from: [www.iowaafclcio.org](http://www.iowaafclcio.org)

# THE ZENITH OF SUCCESS

By: Perna Singhvi (PGP-I)

**Our institute is like a garden  
Spreading its fragrance all over  
Every student is a budding flower  
And every faculty is a contriving gardener  
Fresh and different flowers of Aravali  
Craving to blossom anxiously and happily**

**The sparkling and glittering shine  
Is the proud Aravali's symbol and sign  
The vibrant colours of AIM will grow  
With every step towards its corporate show  
Let the time be competing and tough  
We are the ones of the smart and demanding stuff**

**As we know the zeal and zest in hard work pays  
This is what devoting efforts of Aravalian says  
Always encouraging and inspiring thoughts  
Are rejuvenating and growing in Aravalian a lot  
Be the first one to pluck these flowers  
Might be you are a lucky one to have these golden stars**

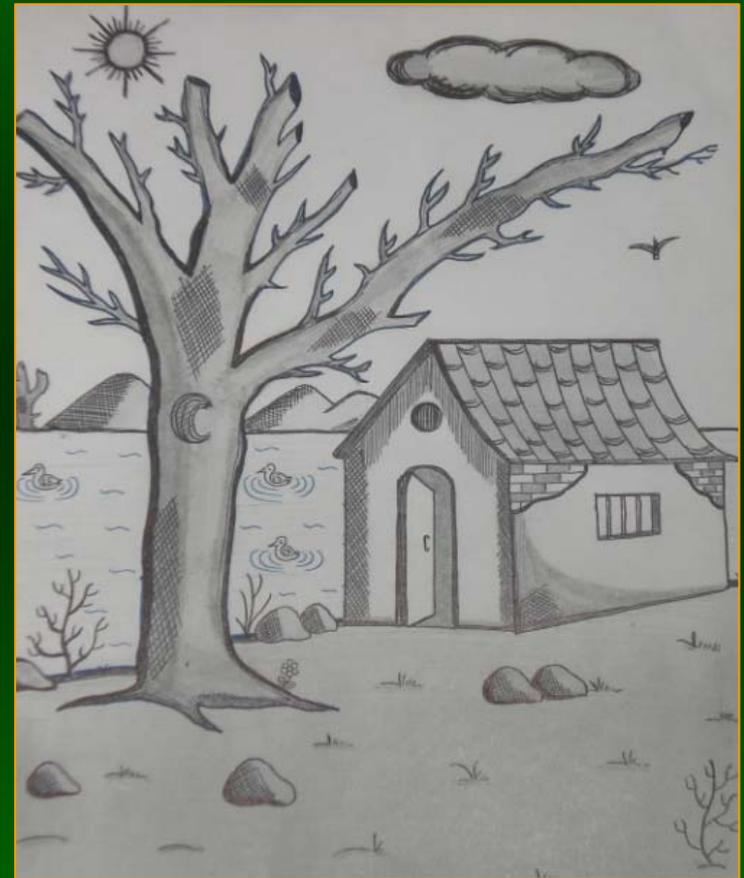
# CREATIVITY ...*Inspiration for doing something different*

Written and Illustrated By: Vikas Maheshwari (PGP-II)

Being creative is not always easy. So often we have these really brilliant bursts of creativity, and then the cold wet splash of reality abruptly puts out the fire as we realize that “this has already been done before”. Original and unique ideas are harder and harder to find. Perhaps this is the reason that so often we watch something and think, “That’s familiar” or “I saw that before”. Being creative is by its very nature a form of rediscovery. We take many disassociated things and combine them in new ways.

Humans, business, culture... all the way down to individual species of plants, animals & single cell organisms... all fighting to survive in their respective environment. Recombination of genes, ideas, musical notes, words & thoughts... are the foundation for life, survival, beauty & art.

The biggest misconception about creativity is that it involves a moment of magical creation when the incredible appears out of thin air. The truth is less romantic. Everything comes from somewhere. All ideas have been thought before and all artists, especially the most brilliant, have their sources of inspiration.



***"To live a creative life, we must lose our fear of being wrong."***

# CREATIVITY *...Inspiration for doing something different*

Continued from previous page...

***“Had Shakespeare been able to protect himself by trademarks, the Shakespeare business would be bigger than the Microsoft one.”***

Perhaps the greatest single barrier to becoming more creative is the fear of risk. Creativity demands that we step into the unknown.

Creativity involves a leap of faith and confidence – faith in the creative process; ultimately art is a journey not directed by product but by the passage of thought, vision, intensive observations, time, and commitment.

Creativity is the ability to see relationship where none exists. It is an excursion, a trip away from current reality, to find the potential hidden within it and something new that we can bring back.

Promote (celebrate) the things (ideas) that are more eccentric, any combination or single thing that makes our work different from others. Every subject has been done by someone, but not by us – through our eyes, experience, and vision.

Creativity is less about solving problems than about finding them and a problem is a chance for us to do our best. When we see a piece of work we admire, dissect it scientifically and discover exactly what makes it great. The clues to creativity are everywhere. We need to gather them and apply that understanding to our own creative work.

***“It is impossible to generate a few good ideas without generating a lot of bad ideas. If we want to eliminate mistakes, avoid dead ends, and succeed most of the time, we will drive out innovation.”***

# NEXT TIME IN ARAVALI OUTREACH...

UMANG 2009

CLUB ACTIVITIES -

(FINANCE, MARKETING, HR, IT, ENTREPRENEURSHIP & GK & COMMUNICATION)

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