

ARAVALI

Outreach

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

Quarterly e-Newsletter

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Director: **Prof. Varun Arya**

Editor-in-Chief: **Amlan Bhattacharya**

Editors: **Vikas Maheswari, Tarun Shrotriya & Seema Kumari**

Sub-Editors: **Harshad Vyas, Vijay Sharma & Abhishek Purohit**

Aravali Institute of Management

Marwar Bhawan, Polo No. 2, Paota

Jodhpur 342006, Rajasthan, India.

Telephone: +91-291-2555356, 2542235 Fax: +91-291-2543600

E-mail: aravali@india.com Website: <http://www.aravali.org>



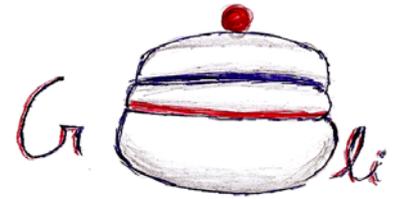
Editor's Corner

Concreteness of textual and theoretical approach gets blown away when reality bites the modern-day-managers. Aravali Institute of Management, with the perfect guidance of its farsighted Director Prof. Varun Arya, arranges various activities throughout each Term of an academic year. The last Term too saw a number of colourful events which are presented in this issue.

Apart from the activities on the stage, students showed their creativity quotients in the drawing sessions of my Marketing Management classes where they came up with remarkable fresh ideas to launch their own brands. Some of the bests among those are here for you to see.

The process of final placements of the passing out batch is in full swing backed by the successful summer placements of 138 First Year students. As the batch of 2007-09 passes out and leaves lots of memories behind, a new batch of 2009-11 gets ready to become a part of AIM. Overall, I have discovered that the young minds are loaded with endless enthusiasm to achieve new heights. No scopes left for those who could hope to execute floccinaucinihilipilification.

Amlan Bhattacharya
Assistant Professor & Editor-in-Chief



The Deshi Burger

'Goli': The Indian Burger
By: Nikhil Chouhan (PGDM)



'PLM': Priya (P), Lovika (L) & Manta (M) will help hefty ladies find designer wears of their suitable sizes
By: Manta Sanklecha (PGDM)



'My Resort':
Where Nature is
blended with
Adventure



By:
Meghna Gandhi
(PGDM)



'Zayka': The Indian Spices
By: Mugdha Rai (PGDM)



HERE
YOUR DREAMS COME
TRUE

'Yooo': The Low Cost Homes
By: Vaibhav Kothari (PGDBA)



FASHINO

'Fashino': Female Apparels
By: Preeti Panwar (PGDM)



Any Time Any Where

'Get Up': Home Delivery Coffee
By: Bhawani S Rathore (PGDM)

Want to move up???

Sunil Kumar
Assistant Professor

Do more than what is projected of you. Prove that you're capable of handling more tasks. Be an unpaid helper for special coursework.

Show initiatives and do what needs to be done, before being asked.

Study the skills you'll need to move on. Take improvement of on-the-job training, but don't rely completely on that. Think about taking skill-enhancing courses on your own.

Be trustworthy to your boss, your team, and your corporation.

Be patient and don't anticipate to be promoted without executing your abilities.

Visualise the big image and appreciate your company's vision & mission. Find ways to achieve it.

Save money for your company by identifying ways to boost up revenues, trimming down expenses and making more efficient processes.

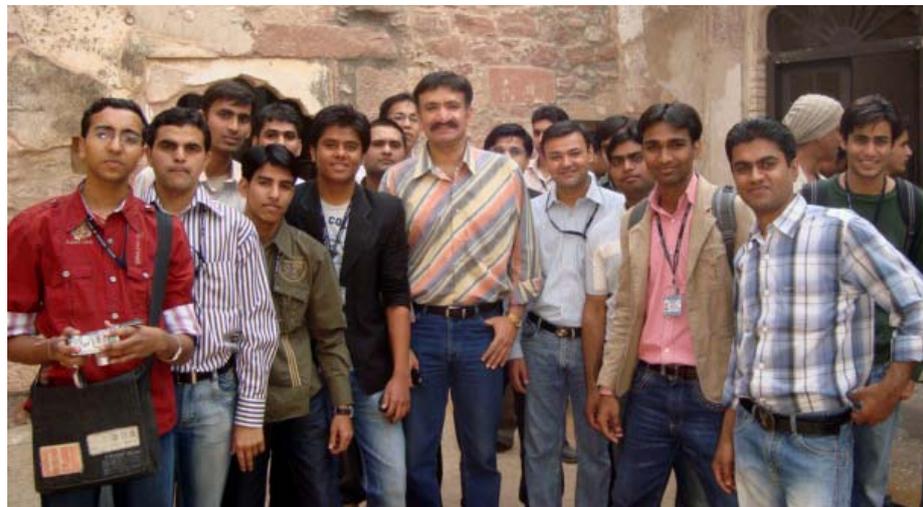
Picnic at Nagaur Fort

Abhishek Purohit
Student (PGDBA)

Students of Aravali Institute of Management had a great day on 21st February 2009, just after the Mid-term examinations got over, as it was the time for annual picnic, first time arranged at "Ahichatragarh Fort", Nagaur, situated about 200 kilometers away from Jodhpur. The historic fort belongs to the royal family of Marwar, His Highness Maharaja Gajsingh Ji.

The whole monument was visited by Aravaliens and we all came to know about the history of "Ahichatragarh".

The entire day was full of fun and entertainment. Games like "One Minute Challenge", apart from Carrom, Chess, Cricket, Football and Badminton were enjoyed by both students and faculty members. The tempting music forced students to rock the dance floor. The lunch at the fort was a royal experience and everyone was on cloud seven.



Umang

...Ek Prayas



Aakansha Arya



Umang, a one day event for the disadvantaged and underprivileged children of our society is celebrated every year. Umang started in 2002, when a group of 10 students decided to do something different and beneficial for the society. It started with a gathering of mere 200 people, and as we all know UMANG 2009 witnessed a gathering of about 1500 people. The journey of Umang through these 7 years has definitely been overwhelming. Unfortunately, I never got a chance to attend this until this year wherein I was not only present but also got an opportunity to assist my mother, Mrs. Anita Arya and students for this noble cause.

The students of Aravali are amazingly remarkable to work with. Going around Jodhpur City for sponsorship with them was not only a learning experience for me, but it also carried along the sense of dedication and adventure. All this might sound like an oxymoron, but it definitely did help us feel divine and happy with the very thought of doing something for these children.

My visit to Asha School (AWWA), to invite their students was one experience that has left a blueprint on my mind. The sight of those mentally disabled children doing block painting is something I can never forget.

The D-Day was full of entertainment and excitement. Welcoming of children by the students of Aravali with a *Tilak*; helping the physically challenged children; taking care of them by providing them breakfast, lunch, evening refreshment and most important water; helping them before and after their performances was truly breathtaking. Looking at these children singing and dancing on stage and having fun brought a very happy feeling within. UMANG 2009 was an ultimate experience for me. I enjoyed to the fullest working with the students, faculty and above all, my parents.

It was a true learning experience, I am sure, for each one of us.

After completing my Engineering, I never ever thought that one day I would be an academican. This transformation had begun the day I got a chance to meet Prof. Varun Arya. I still remember it was a rainy day of July 2000, when Prof. Arya called me and told about the Institute. In those early days, being the only Compaq Certified Engineer in the region, I used to get chances to meet many top bureaucrats, senior judges and industrialists of Jodhpur. Over and above, I was even closely known to the Royal Family of Jodhpur. All the credit goes to my profession and people's belief in me.



*Mr. Diddee
at IT Club
activity (left)
& at AIM's
100 acre
campus site
in Aravali
Nagar (right)*



But let me tell you, when I met Prof. Arya first time, it was a different experience all together. I saw firm commitment, dedication, ethical values and confidence in him which left an everlasting impression on me. After having an association for about four months with reference to the computers, one day he asked me if I could teach Basics of Computers to these budding managers of the first batch. I took it as a challenge, and in the first year of Aravali Institute of Management itself I stepped into my new life. In those early days of our Institute, we were having a formal feedback process at the end of every Term, and the Director himself used to take that feedback of all the courses and faculty from the students. I was among all fortunate faculty members who got more than 85% score and even at that time I was scoring above 90%. Interestingly, these consolidated results were also compiled and prepared by Prof. Arya and posted at permanent addresses. At that moment I did not know whether it was acting as a catalyst in the transformation or not.

But yes, one day one of my dearest students and now a close friend of mine, Mr. Surender Singh Rajpurohit called me and told me that in Third Convocation three faculty members would be honoured for their outstanding contribution to the Institute, and they are Prof. Sharu Rangnekar, Prof. J. M. Pant and he asked me "Can you guess the third name?" I said "No". Then, after a pause, he said "It is you". Yes, that really acted as a catalyst in the transformation of my career. I thank the Institute for recognizing and flourishing my talent.

In nearly one decade I have seen Institute growing not only in numbers but also in all possible dimensions. The core values associated with our Institute have always encouraged us to deliver our more than 100%. These core values sometime demand uncompromising efforts; we must always commit to give our best at all times. I believe that I am learning and developing myself from the development of this world-class Institution. Institute has inculcated a very high degree of discipline and demands highest level commitment to punctuality by all members of Aravali family. Because of this, today the Institute has many alumni who are doing their best for the benefit of themselves as well as the society at large. All this has contributed a lot to the transformation.

I am a firm believer of the fact that Integrity, Humility, and Hard Work always pay us well. Therefore, this transformation in my career is consciously inspiring me to deliver more than 100% and to impart knowledge to our students and fellow people around us.

How a single minor financial mismanagement can come as a root cause of a terrific crisis – was discussed in the last 'Finance Club' activity of this academic year, which was held at the Institute complex on 15th January 2009.

The theme of the activity was – “Opportunities after the crisis”, on which there was a debate competition among students along with keynote speeches by Mr. Surendra S. Rajpurohit (of ICICI Bank) and Mr. Rakesh Katewa (of IDBI Bank). Both the guests placed their views and enlightened the students with the prospective opportunities in the current turmoil. Discussion on Satyam scam, games like “Tol Mol Ke Bol” and “Investment Game” made the day full of learnings. At the end, the Director also shared his views on the current financial crisis.

Entrepreneurship Club

We at Aravali believe in walking the talk. As the punch line of Aravali Institute of Management is “Foundation for better life”, for better life – better environment is of utmost importance.

Plastics have become an integrated part of our life; but we, in course of time, have ignored the dark side of it. Plastics are continuously damaging the environment. To spread the awareness of it, we Aravalians conducted a rally for the same. The rally covered some of the important areas of the city where shoppers generally crowd.

Students as well as faculty members participated in this successful rally on 5th February 2009 that started from the Institute's academic complex, went to Sojati Gate and finally returned back to the Institute.



HR Club



HR Club activity was held at the Institute's boys' hostel at Darbar Ki Khothi. The attractions of the activity were Safa Making, Mehandi Designing, Salad Preparing and Banana Eating competitions. In Banana competition all teams showed their team work at extreme and the winner team had eaten 26 bananas in one minute.

The various aspects of HRM were shown in the Role Play activity and all the teams showed their sense of humour and innovative ideas in those on-the-spot role plays. Chief Guest was Dr. Jagmohan Das (Surgeon) from Trinity Hospital. He shared the general health tips with the students of Aravali.

Last activity of General Knowledge & Communication Club for this academic year was organized at Mini Auditorium, Paota on 25th February 2009. It was a blend of mental exercises, knowledge and mock demo on fire extinguishing. GK round, spell words, logical reasoning and Chinese Whisper were the games played during the activity. Mr. Rakesh Jain (of Cease Fire) was the Chief Guest of the activity. The activity ended by giving prizes to the winners of the games, club members and the editorial team of "Aravali Outreach".

Marketing Club

Ritika Jain

Student (PGDM)

The last Marketing Club activity was held on 10th April 2009 having contests like "Market Your Colleague" and "Best Class Representative". In "Market Your Colleague", a total of 12 teams, each of 2 members marketed their partners. As each team had to market each other, it was very enthusiastically, passionately and energetically presented by all the participants. In "Best Class Representative" contest, all the Class Representatives of respective classes had to market their own class. It was one of the best activities of this Term according to the Director of AIM.



IT Club

Tarun Shrotriya

Student (PGDM)



26th April 2009 had the most awaited event of Term-III. IT Club activity of AIM was organized at Institute's Boys Hostel. The activity was a mix of technical insight and cultural panorama. The onlookers were spellbound by the presentations and the performances given by the IT Club members and the participants of the activity

A movie was shown by IT Club members to project the major developments and the steps put forward in the making of Jodhpur. Activity was enjoyed thereafter with dance, stand up comedy and singing performances. Presentation on "Security of E-borders" put an entirely new concept for all.

Living up to the tradition of the institute, the respective heads of all the clubs passed on the baton to the juniors to continue with outstanding performances and achieve new heights.

Sports & Other Moments



Special thanks to Mr. Jagdeesh Ram for clicking & providing most of the photographs.