

ARAVALI

Outreach

Bi-Monthly e-Newsletter
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ARAVALI INSTITUTE OF MANAGEMENT
(An institution of Marwar Education Foundation)

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Photographs By: **JAGDEESH RAM**



Editor's Corner

It is a pleasure to share news with you that the quantum of activities in Aravali is getting higher and higher as we travelled a long way to celebrate the 1st anniversary of Aravali Outreach. One more news from my side is that from now onwards, keeping in mind the increase in events and activities in our Institute, the newsletter will be Bi-Monthly instead of being Quarterly.

With the perfect guidance of its farsighted Director Prof. Varun Arya, Aravali Institute of Management organises many out-of-the-box events. The last Term too saw a number of colourful events which are being presented in this issue.

We organised an FDP with Prof. G. P. Rao (Formerly of IIM Calcutta), the 8th Annual Convocation with Captain Bana Singh (Param Veer Chakra), Inter-College Quiz with T. P. S. Jassal (Renowned Quiz Master and IIT Delhi alumnus) and there are many more in the list of news.

But, the best thing I have seen is the number of Aravali Faculty, having paper presentations and publications, going up. With an encouraging administration and strong organizational support, students as well as faculty members are on a high.

To share with you, below is a group photograph of all the Editors and Sub-Editors who were part of the Editorial Team of Aravali Outreach since 2008, with the Director and the Editor-in-Chief.

1st Row (Standing): Rahul Lodha, Rohit Sharma, Kannan Lal Sharma, Vijay Sharma, Omprakash Suthar, Tarun Shrotriya, Prashant Tater, Prashant Sharma, Harshad Vyas, Abhishek Purohit & Mohammed Tofiq Khan

2nd Row (Sitting): Amandeep Singh, Seema Kumari, Amlan Bhattacharya, Prof. Varun Arya, Mamta Sanklecha & Harmeet Singh

3rd Row (Sitting): Neha Garg, Surbhi Rathi, Nisha Paryani, Prerna Singhvi, Ketaki Purohit, Deepika Solanki, Preeti Mahawar & Anubha Shroff



Faculty Achievements

**‘Consumption Pattern in Food and Beverages:
A Study of Indian FMCG Sector during Economic Slowdown’**

(The paper was published in The Indian Journal of Business Administration,
Vol. 5, November 2009)

By: **DR. ASHUTOSH KUMAR**, Assistant Professor



**‘Reflection on Changing Role of
Indian and International Financial Market’**

(The paper was published in the Compendium of National Seminar
in Chandigarh Business School, 6 November 2009)

By: **DR. ASHA SHARMA**, Lecturer

‘Contrasting Incredible India against Other Credible Destinations’

(The paper was presented in the Management Conclave 2010
organised by Sir Padamapat Singhania University, Udaipur
during 7-8 January 2010)

By: **MR. AMLAN BHATTACHARYA**, Assistant Professor



‘Bonus Issue – An Outstanding Promotional Tool’

(The paper was presented in the 9th International Conference
organised by Research Development Association, Jaipur
during 15-16 January 2010)

By: **MR. JITENDRA KUMAR SINGH**, Assistant Professor

**‘Venture Capital: Its Role, Challenges, Funding Structure
and Current Scenario in Indian Context’**

(The paper was presented in the National Seminar
organized by Jai Narayan Vyas University, Jodhpur, 16 January 2010)

By: **DR. ASHA SHARMA**, Lecturer



FDP at Aravali



By

MS. NEETI MANIHAR
Assistant Professor



Prof. G. P. Rao (above);
news report (right) published in the
Jodhpur Edition of
the National Daily 'Dainik Bhaskar'

कॉर्पोरेट जगत लेने के साथ देने की भावना रखे



अरावली प्रबंध संस्थान में दो दिवसीय फैकल्टी डवलपमेंट प्रोग्राम के तहत कोलकाता के प्रो. जीवी राव ने कहा कि एक मैनेजमेंट फैकल्टी को हमेशा विद्यार्थी, उसके माता पिता और समाज को भी ध्यान में रखना चाहिए। इससे विद्यार्थी वर्ग समाज के प्रति अपना दायित्व समझ सकेंगे। उन्होंने समाज का कॉर्पोरेट जगत से संबंध बताते हुए कहा कि कॉर्पोरेट समाज से हमेशा लेता आया है। इसलिए ऐसे मैनेजर्स का निर्माण करें जो लेने के साथ देने की भी भावना रखे। समाज कल्याण के कार्यों में भी भागीदारी निभाए। वे गुरुवार को प्रबंधन शिक्षण में मानवीय मूल्य विषय पर व्याख्यान दे रहे थे। इस मौके पर जेएनवीयू की डा. मीता निहलानी, डा. दिव्या खत्री और डा. स्वप्ना पटवारी के अलावा आईसीएमटी जोधपुर के ऋषि नेपालिया और रत्नेश माथुर आदि उपस्थित थे। समापन समारोह में सभी प्रतिभागियों ने प्रशस्ति-पत्र प्रदान किए। संस्थान के निदेशक प्रो. वरुण आर्य और प्रवक्ता अमलान भट्टाचार्य ने धन्यवाद ज्ञापित किया।

“Strongly held positive attitude = Value”

- Morality is the observance of the rights of others
- The sum of behaviour is to retain a man's own dignity, without intruding the liberty of others
- In all respects, for all people, treat people as we ourselves wish to be treated
- Do not do to your neighbour that you would not suffer from him.
- When asked how men might live most virtuously and most justly, he said, “If we never do ourselves what we blame in others.”
- A man is truly ethical only when he obeys the compulsion to help all life he is able to assist, and shrinks from injuring anything that lives
- Do nothing against one's conscience

These were the learning derived from the very unique Faculty Development Programme (FDP) organised at Aravali, during 13-14 January 2010 with Prof. G. P. Rao (formerly of IIM Calcutta and Founder Chairman of “Spandan Foundation for Human Values in Management and Society”).

With participants consisting of all the faculty members of Aravali and representatives from other management institutes, these two days gave an immense knowledge to the fraternity of management professionals in Jodhpur.

The FDP aimed at identifying and inculcating human values as an integral part of work ethics and culture in their own spheres of activity. Such an initiative, it is believed, spurs others to follow the lead so that an optimal balance is achieved and maintained between 'Results and Relations' in the given organization as a whole. Prof. Rao told that times have changed; the world has evolved from Darwin to Dignity. Earlier it was survival of the fittest and elimination of the rest. Now it is more about spreading the light of dignity and divinity. He focused on an institute's role in providing and creating an environment of values stating “It is our job to develop and internalize values by experiencing these.”

08th Annual Convocation

By: DEEPIKA SOLANKI &

ANUBHA SHROFF



As the cherry is the most important part of a cake, so is convocation the most important event of an institute. 08th Annual Convocation of Aravali Institute of Management was organized on 3 February 2010 at Taj Hari Mahal. It was a very well organized and executed function witnessed by a large number of dignitaries, passing out students and guests present.

It was a great honour to have with us Hony. Captain Bana Singh, recipient of Param Veer Chakra (the highest military honour in India) as Chief Guest and Desert Corps Commander Lt. Gen. A. M. Verma as Guest of Honour with Maharaja Gaj Singh, Chairman, Board of Governors, Aravali Institute of Management, presiding over.

The Director's report was presented by Prof. Varun Arya, Maharaja gave the President's speech and the passed out students were awarded Diploma for two years full time post graduate programme and the various scholarships and special awards as per the Aravali tradition.

In the evening, the cultural programme in the farewell function was described by many spectators as one of the best till date. It was full of electrifying performances based on the theme of 'Patriotism' with different concepts such as terrorism, army life, politics, youth, regional cultures and many more. A surprise Rajasthani dance performance given by Mrs. Anita Arya enthralled the audience with sheer joy. According to the tradition of farewell function, a title ceremony was conducted very beautifully with existing students giving away mementos to their seniors. Also, an audio-visual containing snippets of two years spent by the passing out batch at Aravali was shown. There was an overflow of words of appreciation by the guests, passed out students and their parents after seeing the cultural programme organized and managed by the Aravali family.

"Thank you for sending Aravali Outreach. I also wish you a very happy and prosperous new year."

Ashok Gehlot
Chief Minister, Rajasthan

"Thank you for forwarding me a copy of Aravali Outreach, which I read on my return from London. My compliments to you & the Editorial team for bringing out this issue."

The magazine is very interesting, full of Aravali news and updates and with some good photographs too.

I look forward to receiving the next issue."

His Highness Maharaja Gaj Singh of Marwar-Jodhpur

"I enjoyed your 'Aravali Outreach' newsletter. It was well arranged and informative. CONGRATULATIONS! Keep up the good work."

Dr. Shyam S. Lodha
Professor of Marketing
Chairman: Department of Marketing
School of Business
Southern Connecticut State University, USA

"Thank you for the copy of the newsletter, which is quite informative."

Madhulika Kaushik
Director, Centre for Graduate Studies, Wawasan Open University, Penang, Malaysia

"Looks like lots of interesting stuff happening. Well done and congratulations Team Aravali."

Kabir Kumar Mustafi, FRSA
Trustee, Education Empowers India Foundation

"I have gone through the issue with interest. What impressed most was the freshness - freshness in contents and as also the presentation thereof."

Spandan congratulates the Editorial team for an excellent work done."

Prof. G. P. Rao
Founder Chairman
Spandan Foundation for Human Values
in Management and Society

"It has been an excellent effort!"

D.C. Nath
Executive President & CEO, IISSM
Ex-Special Director, IB, (Govt. of India)

"Congratulations on the absorbing and rich content of the OUTREACH."

Please accept my hearty greetings and best wishes on your endeavour to scale further heights of academic excellence.

I am sure, with the commitment, vigor and the focus, AIM is destined to reach the pinnacle of glories it is destined to pursue."

Prof. P. C. Verma
Dean - IBS Gurgaon.

"Good Effort. Congratulations."

B. Raj Bhandari, IMP (Retd.)
Former Principal Adviser
International Trade Centre
UNCTAD / WTO, Geneva

"It is a great PR vehicle with nice coverage of Institute activities. In fact I have picked up few points for the News Letter team at my own institute. Congratulations to you and your team for a superb effort."

Dr. Bijay Bhujabal
Professor
NSHM Business School, Durgapur
Author of 4 Best-selling Quiz Books

"My expectation has increased for next edition."

Dr. Sandeep Ojha
College of Business Administration
King Saud University, Al-Kharj, Saudi Arabia

Truly out-of-the-box!

WRITTEN AND PUT TOGETHER BY
THE ENTIRE EDITORIAL TEAM

The Editorial Team of the Current Issue:

Standing: Amandeep Singh, Kannan Lal Sharma, Surbhi Rathi,
Deepika Solanki, Prashant Sharma & Harmeet Singh

Sitting: Nisha Paryani, Amlan Bhattacharya (Editor-in-Chief),
Prof. Varun Arya (Director) & Anubha Shroff



The club activities and other events in Aravali were really unique which simply stood out-of-the-crowd and attracted spectators that included various guests, students from other institutes and the media personnel.

Some of these truly out-of-the-box events are presented to our readers in this section.

The **Sports Day** last Term was held at one of the finest grounds of Rajasthan, the "Barkatullah Khan Stadium". With lots of enthusiasm and energy, the day saw Aravalians play T20 Cricket, Kabaddi, Kho-Kho and very interesting games like Musical Chairs and Tug of War.

GK and Communication Club took the opportunity to make people understand the importance of wearing helmet and seat belts by following the path of *Gandhigiri*. (Below is a news report by 'Rajasthan Patrika')

The club organised a rally passing through the main streets of the city with banners and placards, doing *tilak* to the people not wearing helmets and seat belts and by giving a rose. The importance was also shown to the public by a *nukkad natak* (street play) performed by the students at various busy areas of the Jodhpur City.



भावी प्रबंधकों की गांधीगिरी

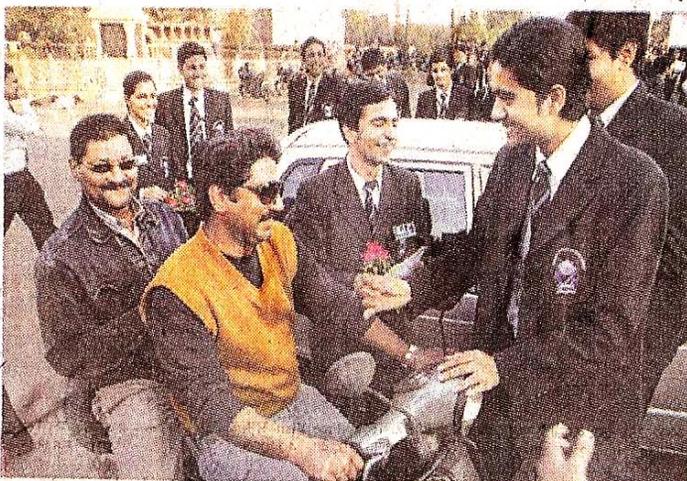
रैली निकालकर हेलमेट पहनने का दिया संदेश

J रिपोर्टर

जोधपुर, 20 दिसम्बर। अरावली इंस्टीट्यूट ऑफ मैनेजमेंट के स्टूडेंट्स ने रविवार को रैली निकालकर जागरूकता का संदेश दिया। रैली के दौरान स्टूडेंट्स ने हेलमेट व सीट बेल्ट का उपयोग नहीं करने वाले वाहन चालकों को तिलक लगाकर गुलाब के फूल दिए। बुजुर्ग चालकों से भी स्टूडेंट्स ने

हेलमेट पहनने की गुहार की। सोजती गेट, नई सड़क, जालोरी गेट आदि चौराहों पर जागरूकता के लिए नुक्कड़ नाटक का भी प्रदर्शन किया।

कार्यक्रम के मुख्य अतिथि डीपी एसपी (ट्रैफिक) नरपतसिंह ने कहा कि प्रतिवर्ष देश में सड़क दुर्घटनाओं में मरने वालों की संख्या लगभग 60 हजार है। रैली को सीआई तान्ज मोहम्मद व एसपी जीवन खान ने हरी झंडी दिखाकर खाना किया।



रैली के दौरान फूल देकर हेलमेट पहनने के फायदे बताते स्टूडेंट्स।

जरत जोधपुर



The last Term encountered a state level activity by **Finance Club** - "NIVESH MANTRA" with an awareness lecture conducted by CDSL & BSE besides a state-level investment game *Investoclan* that attracted various institutes to take part in it.

The three esteemed speakers Mr. Yashwant Gupta from CDSL, Mr. Ritesh Varshney from BSE and Mr. Saurabh Rathi from SRSL enlightened our students with their valuable thoughts and knowledge of trading in share market.

HR Club took an opportunity to explain the importance of right communication in Human Resource Management. This was done with the help of an incredibly presented role-play that depicted various interpersonal relationships and emotions that come into play in life while dealing with various people.

In addition, there were games for the audience to assess how good Aravalians are at team-work.

In a common parlance "Entrepreneur" means an individual carrying his own business or trade activity. But these are obsolete definitions about it. **Entrepreneurship Club** had organized an event focusing a leading discussion on - "Whether to become an entrepreneur or become an employee".

Industry experts in Jodhpur City and also local entrepreneurs lead this discussion that widened the thinking horizons of Aravali students to choose what career they want to have. The event ended with a profound message that whatever you do, do the best which will lead you to the pinnacle of success.



6. It is well said that "Marketing starts since childhood" and everyone is a born marketer in him or herself. Ever since childhood we are knowingly or unknowingly marketing our country, our state, city, ourselves and even the various traditions and customs.

With the theme 'Incredible India', this time our **Marketing Club**, with an earnest endeavour, came up with a fabulous competition of 'Marketing your State'.

All the students showed their zeal and enthusiasm in promoting the various states of India, starting from Kashmir to Kerala and Gujarat to Assam. The event ended with the message of unity in diversity and importance of each state for our country.

Truly out-of-the-box!

CONTINUED...

“Creativity and Innovation” are two sides of a same coin. If they are minted with technology, the coin itself converts into a valuable and unique possession.

Our tech-savvy students showed their creativity in the **IT Club** activity where students created a website for their respective clubs and presented in front of others.

Entrepreneurship Club won the race for making their website. GKC Club made a homepage for the entire Institute which gave everybody an idea to make our website newly.



It is always said that blood donation is the only donation done without any self interest because at the time when you donate blood you don't know whose life will be saved with that blood.

On 26th November 2009, our Institute organised a **Blood Donation Camp** to pay tribute to the victims of the 26/11 terror attack in Mumbai a year before.

Everyone, starting from students to faculty and also the trustees & staff of Aravali, actively participated in this activity. Many students donated blood for the first time with lots of enthusiasm and excitement and commented that they were feeling very proud after donating blood and contributing a little towards the society.

The Institute has a tradition of organizing this social event every year with the collaboration of Paras Blood Bank, Jodhpur. As per tradition, all the donors had a dinner at a local restaurant and also watched the movie 'Rocket Singh – Salesman of the Year' together to encourage this noble cause.

As was planned and executed in 2008, the Institute saw yet again Annual Inter-College Quiz Competition organised with the presence of famous Quiz Master of Chandigarh and the IIT Delhi alumnus Mr. T. P. S. Jassal.

GK and Communication Club organised the full-day activity on 6 February 2010 at the Jodhpur Town Hall. Apart from the quiz, there were entertainment items like mad-ads and role-plays by Aravali students. The audience was then mesmerized by the three songs rendered by Ms. Jaspreet Jassal, daughter of the Quiz-Master.

Holy Spirit participants lifted the trophy this year.



Other snippets of Aravali

As part of **Industry Exposure**, Delhi Trip in January 2010 was the first real-life experience for the 1st year students to see how actually does an organisation work. The opportunity was given to all the students to see the practical aspects of whatever they are learning in the management course.

The organizations visited were –

Central Social Welfare Organization, Hindware, Minda Industries, Deepalaya, NIIT Smart Serve, Vigyan Prashar, National Cooperative Development Corporation, AMD and Caparo Maruti Ltd.

1st year students in Delhi



The two core courses focusing the grassroots knowledge were held for 2nd year students.

EM (Environment Management) with **CEE** (Centre for Environment Education) was at Ahmedabad and **DM** (Development Management) with **DA** (Development Alternatives) was at Orchha.



UMANG 2010

To change someone's life - two things can be done, first is to endure the aspects with that person and give him sympathy, second is to take an initiative to make his life happy and prosperous. We Aravalians choose the second with earnest esteem to give a feeling of importance to those who are deprived. **Umang** is organised every year for the physically challenged and deprived children by this small effort to make them and their emotions alive. For this we need all you readers' support as well as love, affection and care for those people. Let us take an initiative to change someone's life.

For further details, please contact: Amlan Bhattacharya (80580-12345),
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