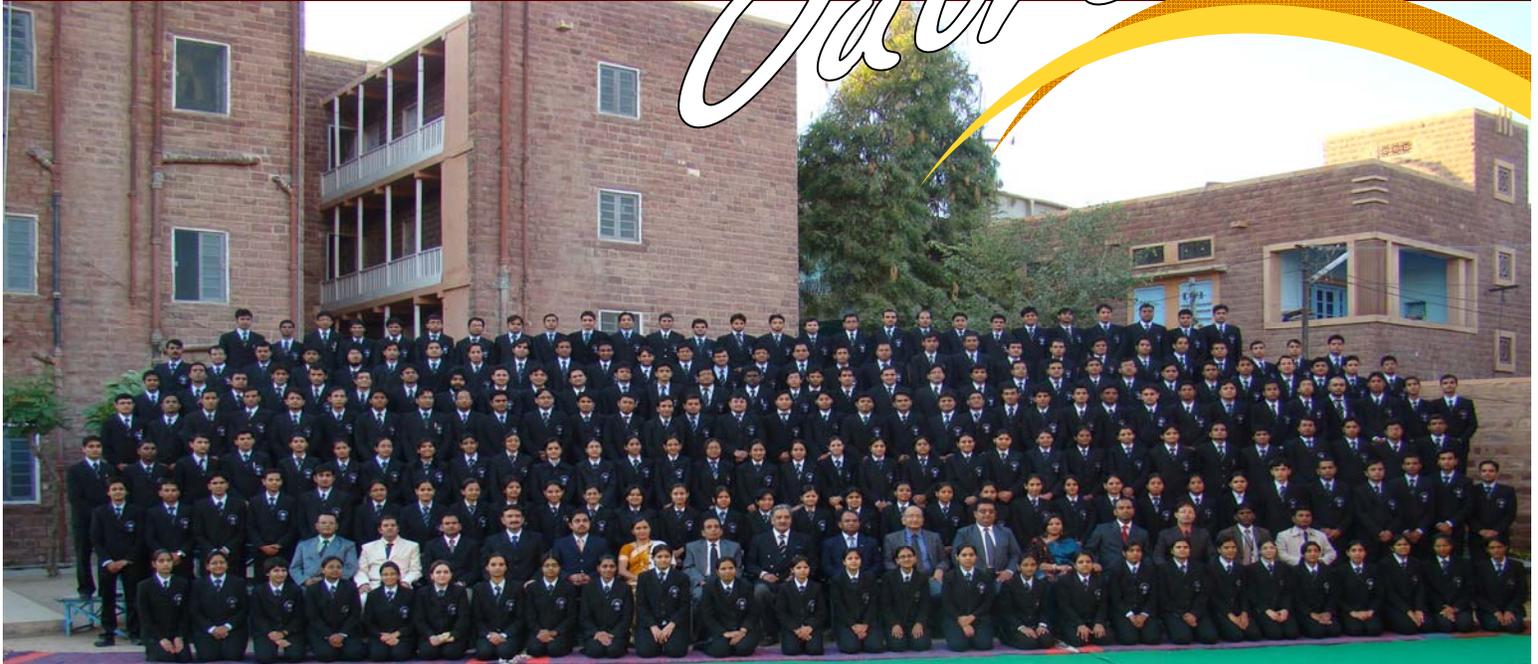


ARAVALI

Outreach



Bi-Monthly e-Newsletter
Vol.-II, Issue-II, March-April 2010

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MDP with ONGC Ahmedabad Employees: A Life-time Experience

AMLAN BHATTACHARYA (Assistant Professor & Editor-in-Chief)



The author during his session, taking the views from one of the participants

It was a life-time experience, being an academician in his early 30s, delivering a session where all the participants were above 40 and of course they were pretty senior, experience-wise as well as their practical knowledge and expertise-wise.

A week - full of preparations, one powerpoint presentation with matters supporting maximum interaction possible, a very brief worksheet and lots of energy were all what I had gathered to go ahead with.

The first Management Development Programme, in my life, was held during 30 April - 01 May 2010, in Mapple Abhay Hotel, Jodhpur where we, the Aravali faculty had to take various sessions with the senior employees of ONGC (Ahmedabad Asset). It was a great exposure for me as well as, I believe, for all the Aravali colleagues I have here.

Kudos to Dr. Ashutosh Kumar, Assistant Professor at Aravali Institute of Management, who single-handedly coordinated the whole event during the two busy days. From ONGC, two key people - Ms. Nirmala Patel of IR department and Mr. S. K. Sharma of HR helped making the event begin with a positive note so that it becomes a successful one to make sure we have more such events organized together in future as well.

Aravali faculty got to sharpen their management knowledge on a whole new platform, being in the beautiful Blue City itself under the guidance of our beloved Director Prof. Varun Arya. The sessions were delivered by Prof. Varun Arya, Mr. Sanjay Diddee, Mr. Trideep Raj Bhandari, Mr. Vishwas Kumar Gupta, Dr. Ashutosh Kumar, Dr. Asha Sharma, Ms. Neeti Manihar & yours truly Amlan Bhattacharya.



Dr. Ashutosh Kumar speaking during his session on PR

TARA Gram, Orchha is a unit set up by DA (Development Alternatives) in Jhansi - the city of warriors.

This unit is not simply just environment-friendly but it also works towards sustainability of the down-trodden villages nearby. Various TARA Grams that are set up in and around Jhansi work on bio-fuel, recycled paper products, mud compressed blocks, etc. Volunteers associated with DA work for

the upliftment of various villages. This step leads to self dependency. For the same purpose, Self Help Groups (SHG) are formed and they are taught how to fund their own selves also.

A visit to such a wonderful place brings a lot of wisdom to a management student. As a part of the curriculum, AIM makes sure that every batch visits Orchha and learn & experience the problems there and be a part of solutions.



DEVELOPMENT ALTERNATIVES, TARAGRAM
ORCHHA, MADHYA PRADESH

Ketaki Purohit

CENTRE FOR ENVIRONMENT EDUCATION



Managers learn to manage finance, human resources, marketing and a lot of stuff. But at Aravali, the students are taught to manage something that is an integral part of our existence – the Environment.

For this AIM makes sure that its every batch goes to CEE for an Environment Management course that gives an insight into various aspects of management, in which sessions on biodiversity,

youth participation, sustainable development, pollution, social enterprise, policy advocacy, sustainable agriculture, etc. are taken. Students are also asked to prepare business plans wherein they implement their management skills. Thereafter, a two-day-visit to polo forest is planned where students are taken for rock climbing, trekking, repelling and different environmental issues are discussed.

Monika Rajani

FINANCE CLUB



On 10 March 2010, Finance Club took the opportunity to toggle the mind of students with their amazing Business - Quiz named Mastishk Manthan. Ad-Show, another entertainer, portrayed the satire and humour which is usually seen during the selling of various financial products.

The presence of Mr. Ravindra Sharda, VP- Sales, HSBC Bank, Jodhpur, imparted a great insight into our Activity. It opened the minds of all the students and stimulated their interest in the field of Finance.

Meghna Gandhi

ENTREPRENEURSHIP CLUB

Entrepreneur is an individual carrying his own business or trade activity. But this seems an archaic concept. This time our Entrepreneurship Club had organised an event focusing upon the GREEN Campus.

Now this was the time for entrepreneurs to think for environment and students of Aravali were given a task to prepare an environment-friendly 'Green Campus' at Aravali Nagar, Kaparda.

The event ended with an insightful note from the Director, Prof. Arya, that whatever you do, do the best which will lead you to the pinnacle of success.

Prashant Tater



HR CLUB

HR Club, in its last activity for the academic year 2009-10, came up with an unique idea of movie review. The movie chosen for the competition was '300'. Various teams came up with different views on it. Another activity that students loved to participate in large numbers was a debate competition held on the topic – “The people-oriented boss versus the task-oriented boss”



The event was graced by the august presence of Mr. Mukul Goswami, Director, Meow FM (Jodhpur).

During the interaction with students he shared his experience with the corporate world and the difficulties the students may face in the beginning of their careers.

Vijay Sharma



IT CLUB

The IT Club activity of the 3rd Term was a unique experience in itself. The club succeeded in putting forth its motto of sharing IT knowledge with its audience through various rounds like Quiz Contest, Movie Making and Website Designing.

This was for the first time in the history of the Institute that students as entrepreneurs came up with their own websites, designed to market the products or services of their choice. The websites were highly appreciated by the guests of honour Mr. Amit Khandelwal, (Director, HCL CDC) and Dr. Rajesh Purohit (Faculty, MBM Engineering College).

This was followed by the fun filled movie sessions which were dedicated completely to the passing out batch. Overall, the activity was a combo package of “Knowledge with fun”.

Sanjay Singh Rajpurohit



LAW CLUB

The evening of 20 March 2010 was really a very special evening as Law Club embarked its journey with the mission to introduce the future managers with rules and regulations, which are to be followed by each and every one, setting up new benchmarks in the Indian history of management education.



The inauguration was by Dr. Pushpendra Singh Bhati and Mr. Ramit Mehta, renowned lawyers from Rajasthan High Court. The Club came up with an innovative idea of discussing the legal cases with the help of role plays and the activity was named as “JUSTICE-VIA-ROLE PLAY” where the role-plays related to some interesting cases were enacted by members of the Club and teams were asked to answer the questions with the supportive evidences. The audience round titled “COLOURS-OF-LAW” proved to be an interesting & exciting one.

Nitin Patwa

HINDI CLUB

Language gives expression to emotions. It is believed that ideas come in mind in our own mother tongue and then it get translated in other various languages like English, French, etc.

English language is the basic language in the corporate world. Our Institute lays emphasis not only on English being the requisite language but also on Hindi in order to pay respect to our own national language, mother tongue of many of us, simultaneously and for the first time Hindi Club was introduced in our Institute.

To stimulate these efforts, various activities were organised that involved Folk Dance, Hindi Kavita Path and Debate Competition. The Institute believes that ideas in Hindi can reach to both the classes and the masses.

Debate was really very thought provoking. First time in our Institute, Ms. Moomal competition was held. The whole activity was full of fun and merriment. Everybody was delighted and the atmosphere cheered up everyone.



The chief guest was Mr. P. P. Bhandari (Ex. DC, Jodhpur) a renowned writer of Jodhpur City, whose articles, more than 50, on various social issues got published in many newspapers all over India. He enlightened our students with his impressive speech. Mr. Vishwas Kumar Gupta (Faculty Head) had put endeavours along with club members and their efforts resulted in a successful activity.

Amit Mathur



WORK HARD... PLAY HARDER...

This certainly seems to be an apt heading of this column. The last Sports Day for the academic year 2009-10 commenced with great enthusiasm. It was organized by our Sports Committee under the guidance of Mr. Vishwas Gupta at Railway Ground, Jodhpur.

The day started with everyone's favorite 'T20' Cricket Match. The match for boys, this time, was won by PGP II students, and for girls, PGP I took away the trophy.

There were other fun-filled activities like Jalebi Race which was a new addition for entertainment. Yet another addition was Table Tennis that generated a lot of excitement among students. Students also enjoyed matches of Volleyball among various intra-institute teams. The day ended with Tug-of-War that always remains the centre of attraction for all the students and other spectators.

Omprakash Suthar

MARKETING CLUB

"Tamarind", "Sankalp", "Shree Ram Excellency", "On The Rocks" - all major restaurants of Jodhpur City, were given to students as topics for showing their various Value Propositions and USPs.

The competition at the last Marketing Club activity had seven teams participating. The participants were asked to come up with TV Commercials, Print Ads and Radio Jingles.

Every team gave an entirely different perspective of marketing including Branding, Advertisements, Services Marketing and what not. It was won by the team promoting "On The Rocks".

For the first time, this activity was put live on one of the famous radio stations in Jodhpur, Meow FM and was enjoyed by people of Jodhpur.

Archana Vyas



EK CUP COFFEE

A group of alumni, who had just completed their courses and were waiting to be placed, got together to visit their old Professor. They met with great enthusiasm and enjoyed talking about their lives with each other.

Conversation went on and soon they started talking about stress in work and life. The Professor was listening to the problems but was very much quiet which made his students a bit nervous.

The Professor went to kitchen to get coffee for his guests (students) and returned with a large pot of coffee and an assortment of cups like porcelain, plastic, glass, crystal, some plain looking, some expensive, some exquisite, etc. and asked them to help themselves with the hot coffee.

When all the students had a cup of coffee in hand, the professor said, “If you notice, all the nice looking expensive cups were taken up, leaving behind the plain and cheap ones. While it is but normal for you to want only the best for yourselves, that is the source of your problems and stress. What all of you really wanted was coffee, not the cup, but you consciously went for the best cups and were eyeing on each other’s cup.

Now if JOB is coffee, then the package, location, designation and job profile are the cups. They are just tools to retain you. Sometimes while searching for the best cup, we fail to enjoy the coffee in it and even we are not able to get it.”

“SO, DON’T LET THE CUPS DRIVE YOU...ENJOY THE COFFEE INSTEAD.”

Collected by Nitin Patwa

VISION REBOOTED

*Days went by, days about to come,
But a day will never come when we will succumb,
We will stay hungry, we will stay foolish,
But we won't let our thoughts be just bookish
New breezes of thoughts flow in our head,
A new creativity emerges before we go to bed,
New ideas pop-up because our mind is never quiet,
Promise you that it will be implemented wherever found right
We are like kites,
Just release the strings and see our new heights,
Creating new paths, creating new services and goods,
We will carve a new road in the densely populated woods.*



**Written by:
Rohit Sharma**

SUMMER PLACEMENTS: 100% FINALISED IN A BLINK !!!

The internship is the first step for any professional to enter the corporate world. It gives the real life experience of the corporate world. It gives the immense learning and practical knowledge of the management functions taking place in the organizations. This time the Summer Placement Committee commenced its work at an early stage as a result of which all the students of PGP-I got placed in reputed companies by 15 April 2010 setting a new benchmark in Aravali. This was the result of the sincere efforts of Dr. Ashutosh Kumar (Faculty Head) and his team that corporate giants like KPMG, Kotak Mahindra Securities, India Infoline, Amul, Vodafone, Reliance Media World, Adani Group, Escorts, Suresh Rathi Securities, BHEL, Vedanta Resources, CRISIL, etc. came for the campus recruitment and took away our students to make them contribute to their companies, while learning.

Kundan Singh Pather

PLACEMENTS ON THE GO...



FINAL PLACEMENTS

With the country turning down the financial turmoil, a new set of enthusiastic budding managers from Aravali are all set to give this economy an accelerated growth.

The placement process at the Institute is in its full swing. As always, this year also the Institute aims to attain 100% placements. For earlier batches, the Institute was able to place its students with brands as good as Escorts, Mapple, APW President Systems, Indiabulls, CEON Solutions and so on. This year also the Institute has been able to get students placed with the brands like TCIL, Ambuja Reality, Mahindra Finance, Kotak Securities, Vidyatech Solutions, India Infoline and many more. Moreover, there are a lot of companies that are expected to come very soon for the campus recruitment.

The Institute and the students are very optimistic about the placements and some great results are yet to come.

Ketaki Purohit



Students of the Editorial Team

*Last Row: Vijay Sharma, Ketaki Purohit, Archana Vyas,
Preeti Mahawar & Prashant Tater*

*Middle Row: Amit Mathur, Monika Rajani,
Meghna Gandhi & Abhishek Purohit*

*Front Row: Nitin Patwa, Kundan Singh Pather, Amandeep Singh,
Sanjay Singh Rajpurohit & Omprakash Suthar*