

ARAVALI *Outreach*



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“Havan” Beginning of a New Academic Year

Dr. Asha Sharma

Assistant Professor

Area of Expertise: Management Accounting

The light, from the flame of the fire, is a symbol of knowledge replacing the darkness of ignorance. Enlightenment of the mind is enhanced by the act of chanting mantras. This form of prayer brings peace to the soul, gives a positive energy to the students to put their best efforts for the study and career.

Taking fire as the symbol of “knowledge” and to enlighten the students, Aravali Institute of Management follows a tradition to start it in a unique way by performing a “Havan”.

This activity was organised in our Institute this year on 06 July 2010, early in the morning. After the Havan, there was an induction and orientation session. This was an opportunity to know about the Institute, its culture, various activities, courses, faculty and direction for the new students and faculty. It was followed by the Director’s address, in which he very specifically mentioned each step to be taken by all of us so that students get the best learning and become corporate ready.





MDP with ONGC

Vishwas Kumar Gupta

Assistant Professor

Area of Expertise: Marketing



This was the second occasion in succession, the faculty members of Aravali Institute of Management were sharing their experiences and providing useful tips related to applications of management in day-to-day life to another group of employees from ONGC – Ahmedabad Asset. The theme, this time, for the MDP was '*Self Development and Personal Growth*'. The MDP was organized during 02 - 03 July, 2010 in Jodhpur at Hotel Mapple Abhay.

It was a great platform for me as the MDP was coordinated by me and I also happened to take the first session on *Stress Management*. In this session, participants were suggested easy and practical ways to cope up with the stresses in our daily life. *Computer Skills for Personal Growth* was a very interesting session taken by **Prof. Sanjay Didee**, in which he highlighted the importance of computer skills in a person's life with some useful insights on MS Excel. **Ms. Shalini Rai** took a session on *Leadership and Team Building*.

On the second day, **Ms. Neeti Manihar** earned the limelight as usual with her jovial inputs on *Emotional Management*. The next session was taken by **Dr. Jyotsna Haran** on *Public Relations and Networking*. Finally **Mr. Amlan Bhattacharya** turned the music on and motivated all the participants with his session on *Motivation*.

Ms. Nirmala Patel, HR, ONGC gave vote of thanks to Aravali for providing such wonderful insights on management in practice. We ended this MDP with a promise of continuing to provide the value education with enjoyable learning in future.



Alexander the Great: The Legacy Continues in Today's Corporate World...

Indranil Bose

Assistant Professor

Area of Expertise: Human Resource Management



The Doyenne of Classicists, Edith Hamilton, once wrote “There is something breathtaking in Alexander the Great. Like everything stupendous - the pyramids, the Grand Canyon, the Mount Everest - one can never get quite used to it. It drives us out beyond the everyday limits we set for ourselves of the people.”

Alexander's contributions span many endeavors - cut across many disciplines. Unarguably one of the greatest military strategist, tactician and ruler of human civilization, his achievements have influenced generations of achievers throughout the world across lines and disciplines.

Set aside other disciplines, many of the business tycoons of the modern world have been deeply influenced by his strategy, leadership style, etc. Among other business leaders, Ted Turner, the founder of **CNN**, J. Pierpont Morgan, the financier who helped to build such American industrial mainstays as **GE**, **US Steel**, the railroads, and the eponymous financial institution now called **J. P. Morgan Chase**. Even Bob Hagin, one of the official biographers of Soichiro Honda, the founder of world renowned **Honda Motors** has acknowledged the strong influence of Alexander's strategy on the future business decisions of Honda Motors, specially during 60's, when from a small manufacturer of motor-cycles it emerged as the market leader following Alexander's strategy of choosing the right place to compete. Even during Honda's strike against Yamaha in the later period was somehow related to the Alexander's Macedonian insight. The transition of Katherine Graham as CEO of **Washington Post**, and the handoff from Welch to Immelt as CEO of **GE** are remarkable for the clarity with which people conducted their roles.

There must be some valid reasons why people look at Alexander for guidance. Despite the strides made in the field of management thinking in the last few decades and a preponderance of so called “breakthroughs” and “big ideas”, the reality remains that the ideas that fundamentally shaped and changed the practice of management were by and large adaptations of long held beliefs and tried-and-tested approaches from other fields as well.



New Website Launched

Amlan Bhattacharya
Assistant Professor
Area of Expertise: Marketing

Dear Readers,

Instead of writing a regular editorial, here I am with a very interesting news and as the heading says, of course it is about our Institute's new website.

After ten years, earning a lot of respect from the academia as well as the corporate world, Aravali has started a journey afresh this year. This also happens to be the anniversary year of getting the AICTE approval for our Institute "purely on merit".

A website, as per the need of this era, with user friendliness and attractive styles, was always a requirement. The home page with flash, photo gallery with the option of slideshow and all Aravali Outreach issues available in one click are some of the highlights of the newly designed site. A link on the page 'Campus Site' takes you to an excellent article on the transformation of our 100 acre campus from a barren land to a fertile and green one. Also, details about all the coming activities and news are updated in the new website. I believe that you would certainly like to have a look at it.

Please do visit <http://www.aravali.org> and explore us.

Yours truly,

Editor-in-Chief


I congratulate myself in getting a cabin in the train of Aravali. My special cabin is quite comfortable and I feel at home. The occupants of other cabins are of helping nature. The staff is wonderful and excellent in providing services.

The ENGINE is very stout and sturdy, very successful in pulling the train, will surely reach the destination. This institutional train will give to our country, better educated youth, to make India run on the trail of development.

I perceive I will grow to the utmost under the canopy of Aravali. I wish myself a long time ownership of the cabin.

I remember this quotation by Plutarch:

"A mind is a fire to be kindled, not a vessel to be filled."



Train on Time!

Dr. Jyotsna Haran
Associate Professor
Area of Expertise: Economics



Some moments captured recently at our 100 acre campus site at Aravali Nagar, Jodhpur

An Enduring & Perseverant Journey ~The Pictorial Story of Our 100 acre Campus Site~

Photographs Selected & Compiled By: Amlan Bhattacharya

Before



After

