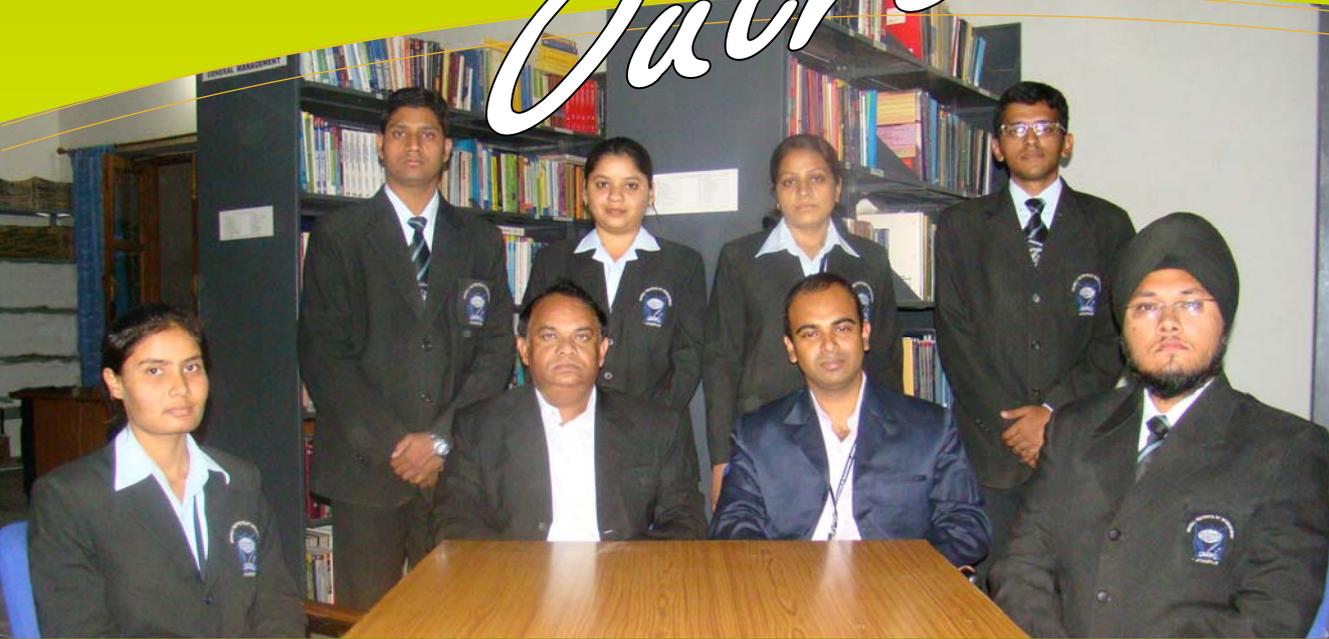


ARAVALI

Outreach



Director: Prof. Varun Arya

Editor-in-Chief: Amlan Bhattacharya

Editors: Harmeet Singh, Ketaki Purohit, Preeti Mahavar & Rahul Lodha

Sub-Editors: Kanan Lal Sharma & Deepika Solanki

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Quarterly e-Newsletter

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Moments of the 3rd Spandan-IBA Award in Human Values 2009, Greater Noida



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>

SPECIAL COVERAGE:

Valuable Recognition

Sanjay Diddee
Associate Professor

Human Values can be simply defined as those characteristics that are important to human beings or for the society. They include Professionalism and a responsible attitude towards society as well. When these values are shared by all the members of an organization, these become important tools for choosing the best alternatives and making judgments. These are basic building blocks using which organizations are built. Therefore, these become invariable constraints for today's leadership as well, which in-turn become important factors for creating political and social transformation.

Ethics is another closely associated attribute of human values. It is the behaviour in a manner that is considered with what is generally considered to be right or moral. Personal, Organizational, Contextual, and Environmental are important factors which play a significant role in shaping the person's behaviours and thus act as

Our Institute was conceptualized on a set of core values. Our Director Prof. Varun Arya has many a times shown his non-compromising commitments towards these values. In last 10 years, these values have given us strength to grow from 7 to 240 students in current batch and with more than 400 alumni. The journey was not that easy as it seems, at times our leadership faced several personal challenges including threat to his life. In few incidents even his family members had to suffer a lot. To the best of my experience, all this had happened because he has neither accepted nor opted for an unethical path or non-meritorious choice.



Prof. Varun Arya at the award function organized at **Indian Business Academy**, Greater Noida, 26th September 2009

We must not forget that because of these values and strong ideology of our Institute, large number of well wishers from all walks of life have from time to time given us strengths and their valuable advice. Many a time people had commended Prof. Varun Arya's decision to adopt such a challenging approach for showing right path for coming generations and many of them praised his approach towards fighting the evils of society and bringing a change.

Recently a recognition to his work has been given in the form of **Spandan-IBA Annual Award for Human Values 2009**. The award has been jointly instituted by **Spandan Foundation for Human Values in Management & Society** and **Indian Business Academy**, Greater Noida & Bangalore. The jury consisted of Prof. Ishwar Dayal (Founder Director, IIM Lucknow), Prof. C. S. Venkatratnam (Director, International Management Institute, New Delhi), Dr. Subhash Sharma (IIMA alumnus of 1976 batch & Dean, IBA), Prof. Kuldeep Sharma (BIMTECH, Greater Noida) and Mr. Vivek Jain (Kotak Mahindra). They have specially recognized the leadership without any compromise provided by Prof. Varun Arya to establishing, shaping up and running Aravali Institute of Management for around 10 years, particularly in getting the recent AICTE approval entirely on merit and without payment of any bribe, after a struggle for nine long years.

I am a firm believer of the fact that if the heads of corporations, organizations and governments have such profound inherent values, take responsibility and consider the consequences of their decisions, then we would begin to see a moral awakening in the world around us. And I am one of the proud and fortunate individuals who got an opportunity of working with such a professional leader.

On behalf of all the members of Aravali family, let me take this opportunity to congratulate our Director for getting this prestigious recognition. And through this Aravali Outreach edition we would like to assure him that with all our efforts, we will remain committed to the Institute's core values without any compromise.

Life at AIM

Renu Dudi (Student - PGP-I)

Aravali Institute of Management
 Our lovely gurukul
 You can find restless Aravalians
 Full of enthusiasm and passion
 Best in spirit of enterprise and ethics
 Amazing is the institute
 Absolute is the commitment
 Asset is the faculty, assured is the support
 We come here to study and develop personality
 And everything is possible with our team's ability
 Here we enjoy, study and always feel fresh and gay
 May our AIM progress everyday this is what we pray
 It's a beautiful place
 Where we usually race
 Where there is flow of knowledge
 Yes! Its AIM, our very own AIM
 We have versatile teachers
 Who develop the KSAs in us
 Leaders are the gurus, laborious is the work culture
 Integrity is in the people
 Discipline is simple
 Cooperative are the students
 Unity is our strength
 AIM is a propeller of our life
 So it's the creator of best brains
 Dedicated gurus change the students' outlook
 Friendly are they all
 Organizing activities is the best feature
 They all help us everyday
 We want to thank them in a special way...

Let's all smile for a while...



Moments of Sports Day on 15th September 2009

Water: Treasure of the Nature (Bhikampura Tour)

Preeti Mahawar
(Student, PGP-II)



Tarun Bharat Sangh, working for water harvesting, was a vision conceptualized by Mr. Rajendra Singh, better known as 'Waterman of India', at Bhikampura. It is an NGO which is a paragon in the field of managing water resources in India. The members, mostly villagers who are no less than learned people, have made significant contributions to reincarnate a place which was someday declared a 'Dark Zone'. Bhikampura is nothing less than a phoenix, a place where vegetation was next to impossible,

is now covered with lush green pastures of grasses and the rivers have come to life once again. Students interacted with villagers and came to know certain facts which were kept intact till date. Also the students were privileged to hear from a number of environmentalists who came from all over the country and expressed their worries and concerns over increasing pollution and encroachment of water bodies. Overall, the students had a great learning experience and each one tried to make contributions to the noble cause by giving a good number of recommendations.



Pathmeda Excursion

Ketaki Purohit (Student, PGP-II)

The Pathmeda Goushala which started off with only 8 cows is now a custodian of more than one lakh cows. The fact itself shows how much efforts and management skills have gone in the making of what it is now.

So, there was certainly a lot to learn for a management student.

The students interacted with the management people regarding their operations of how they look after the livestock, raise funds &

generate revenue. The organization has done inspirational work in the area of making medicines out of the waste product of the cows. The organization is also taking an initiative to impart education in the field of medicines made out of waste products. The students were given the insights on how to become an entrepreneur in this area as the growth prospects are very high for future.

The meals served at Pathmeda added yet more flavor to the visit. In all, the visit was an experience to cherish life long.





Marketing Club Activity



Date: 31st July 2009

Chief Guest: Mr. Surendra Singh Rajpurohit

Faculty Advisor: Mr. Prithwi Tilak Banerjee

Club Head: Tarun Shrotriya

Marketing Club was privileged to organize the first activity of the academic year 2009-10. The club activity marked the beginning of the most awaited club activities of the institute. People are well known to the concept of 'Marketing Mix' which requires thinking out-of-the-box but the activity 'Marketing Fix', introduced for the first time by any club till date, made the

students create their own boxes. Students were given a situation based on which they had to come up with a product which could provide a complete solution for the problem and at the same time market it in a unique way through hilarious role plays. 'Product Antakshari' and 'Dumbcharades' were thoroughly enjoyed by the students and faculty in audience rounds. Marketing Club also took initiative to present a token of remembrance to ex - Club Heads which were handed over by ex - Sub-Heads to assure that the club will be taken forth in the true spirit of sportsmanship and dedication. The Chief Guest for the evening Mr. Surendra Singh Rajpurohit shared his invaluable inputs and advice.



Finance Club Activity

Date: 7th August 2009

Chief Guest: Mr. Mahesh Goyal,
Head, NABARD (Jodhpur)

Faculty Advisor: Mr. Jitendra Singh

Club Head: Harshad Vyas

This was the activity which provided the students a platform to display their knowledge of finance, budget and how well they could plan out a business given the different financial constraints. The various rounds conducted in the activity like - Business Quiz, Toggle and Business Plan were instru-

mental in enhancing the subject knowledge as well as conceptual knowledge of the students. 'Business Plan' was one such activity wherein the participants were given a virtual initial capital of Rs.10 lakh to come out with a profitable business plan. The other out-of-the-box activity was 'Toggle' which aimed at testing how well one could switch from positive to negative aspects of a topic quickly. Mr. Mahesh Goyal shared his knowledge and experience with the students which were truly enlightening. Overall, the activity was very well organized and thoroughly planned.

Entrepreneurship Club Activity

Date: 12th August 2009

Chief Guest: Mr. Brijgopal Kabra

Faculty Advisor: Mr. Vinay Ojha

Club Head: Pradeep Rathi

Under the guidance of Mr. Vinay Ojha, Entrepreneurship Club came out with a real innovative activity wherein it made almost a dozen students to come out with small entrepreneurial ideas that could be implemented within the campus. Some students came out with the idea of setting up small snacks and ice-cream counters. Some others came out with selling products like recharge coupons, pen-drives,

roses, etc.

The idea proved so successful that a lot of students not just participated but wanted it to continue even after it lasted for 15 days. One of the teams could manage to generate a revenue of Rs. 30,000/-, with the initial investment of Rs. 1000/-. The winning team generated the profit of Rs. 2700/- with the same initial investment.

The eye catcher of the activity was the little entrepreneur Nenu, a folk singer at the Mehrangarh fort.

The activity proved to be a great success and the one that will be marked



Date: 21st August 2009

Chief Guest: Ms. Sulekha

Faculty Advisor: Ms. Neeti Manihar

Club Head : Ketaki Purohit

HR Club, in its first activity of this academic session, tried to go beyond the typical concept of club activities. This time the club activity was full of fun, drama, dance, presentations, social awareness and what not!

The activity started with a role play based on the theme of importance of HR, but here again the club members, showing their creativity, showed the HR concept in the Akbar's Court. This role play was followed by various other activities like theme based plays from different groups, games for the audience that included puzzle building. The eye catcher of the whole activity were two major acts that were never per-

HR Club Activity

formed ever in the history of club activities, one of which was the Live Band performance from students of PGP-II that was one of its own kind. The other activity was the "Sponsor a Child Programme" wherein all the students and faculty members of the Institute were asked to contribute voluntarily.

The activity was graced by the presence of Ms. Sulekha (Principal, Bal Niketan School), Prof. Sharu Rangnekar (Management Guru), Prof J. M. Pant (Management Consultant and Trainer). The whole activity was oriented towards a noble cause of creating awareness regarding issues



like child labour and working on the campaigns like 'keep your city clean'. The motive of the activity was to develop the human resource that could develop the society and the nation as a whole.



Date: 16th August 2009

Chief Guest: Mr. Arvind Bhatt

Faculty Advisor: Mr. Amlan Bhattacharya

Club Head: Rahul Srivastava

GKC Club Activity

The activity set a benchmark for all the other clubs. The club came out with entirely new concepts and ideas. 'Tambola' round for audience, which was a combo package of houseie along with quiz, was an entirely out-of-the-box event. The 'Story telling' competition was another such event wherein the participants had to cook up a story looking at a picture in only one minute.

The whole activity laid emphasis on effective communication and was centered around encouraging the students to improve their English language and communication skills. Mr. Arvind Bhatt, the guest of honor for the day took a 45-minute-session to demonstrate how important it is to be an effective orator. The students enjoyed throughout his session and at the same time learnt many crucial lessons of life. The activity outperformed its own previous activities and was duly appreciated by the Director as well as all the faculty. The movie shown by the club, on AIM Alumni, was truly inspirational and motivational. All the events of the day reflected the smart efforts gone in the making of the activity.



IT Club Activity

Date: 23rd September 2009

Chief Guest: Mrs. Sagarika Mehta & Mr. Shripati Mehta

Faculty Advisor: Mr. Sanjay Didee

Club Head: Kundan Pather



The activity was appreciated as truly a management activity by all the people who witnessed it. This was the last activity of the Term but it will not be incorrect to say that it marked the beginning of a new era in history of Aravali Institute of Management. An initiative taken by the students of IT Club under the guidance of faculty advisor Mr. Sanjay Didee did the trick.

It happened for the first time that a club organized a case analysis competition by showing a movie based on the case prepared by the club by outsourcing the acting part to some students. The case study analysis competition made the students think like managers and apply their knowledge and logic. The participants came out with really good ideas and suggestions. Even the audience took active participation in the case analysis and gave their expert comments towards the end.



One of the chief guests, Mrs. Sagarika Mehta interacted with the students and gave them good number of points to develop their personality. A debate competition was also organized wherein the students presented their views on the topic 'Role of IT in Downturn' (for and against the motion). The whole activity was well organized and every club had something to learn from this activity.

Publications by Faculty

‘Zoozoos: Looking Beyond Advertising’

By: Mr. Vishwas Kumar Gupta, Assistant Professor, AIM

(The article was published in ‘Advertising Express’
August 2009 Issue)



‘Offline Support for Online Rapport’

By: Mr. Amlan Bhattacharya, Assistant Professor, AIM

(The article was awarded 2nd prize in the ‘National Conference on Innovative Marketing Strategies: Current Trends’ at Chandigarh Business School on 11th September 2009 and was published in the Compendium)

New Faculty Members in AIM

Dr. Parikshit Charan

BE (Industrial and Production Engineering), ME (Manufacturing System Engineering), PhD (Supply Chain Management)

Area of Specialization: Operations Management, Supply Chain Management, Productivity Management and Quality Management



Dr. Ashutosh Kumar

B. Com (Economic Hons.), M. Com (Business Administration), PhD (Business Administration), Two Year Higher Diploma in Software Engineering from Aptech Institute

Area of Specialization: Marketing

Development Management at Orchha

Preeti Mahawar (Student, PGP-II)



Learning Development Management at TARAGram was entirely a remarkable and practical experience. It gave the students a distinguished learning as compared to class room learning. There were many eminent and prominent personalities from all over India who enlightened the students with their vast knowledge and experience. Students were exposed to various developments done by TARAGram and also had the opportunity to interact with the villagers nearby.

Students first identified the basic problem of the villager and after that they had to give a business plan which could be executed by the SHG (Self Help Group – in contact with TARAGram). Prior to the business plan presentation, students made the pictorial presentation on various units running in TARAGram. Awards were given to students in business plan categories as well as in pictorial presentation.

Apart from studies students also visited historical places in Orcha and Jhansi.

Environment Management at Ahmedabad

Alisha Kumbhat (Student, PGP-II)

4th October 2009 was the day we Aravalians departed for our Environmental Management course that is conducted at Ahmedabad by CEE (Centre for Environment Education). The place was beautiful with trees, squirrels, birds and had a wonderful environment. We started off with our sessions by various environment experts. We all were enriched with immense knowledge regarding our own surroundings. We survive due to our beautiful environment and we are the only ones who are exploiting it—this was proven by the movie 'The Inconvenient Truth'.

On 7th October we went to Polo Forest, a place 170 KM from Ahmedabad with another environment expert Mr. Rajendra Jadeja of Sundarvan. We went for trekking for two days in the jungles of Aravali mountain ranges. The trek was a great experience. We also had camp-fire and a lot of games related to the environment.

We reached back to Ahmedabad, CEE on 8th evening and the next morning we went for further sessions which were really fruitful and the tour ended with the business plan presentations by students and the valedictory session in which Mr. Kartikeyan Sarabhai (Director, CEE) gave away the certificates.



Moments from Shayari Evening & Dandiya Night



Pakora - Chhaach & Sher-o-Shayari Evening with Management Guru Sharu Rangnekar at AIM Boys' Hostel



Dandiya Night at AIM Boys' Hostel



Photographs Taken & Contributed By: Mr. Jagdeesh Ram