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TRISHNA

Thirst For Excellence

Volume 1, Issue 1



Maratha Mandir's

Babasaheb Gawde Institute of Management Studies

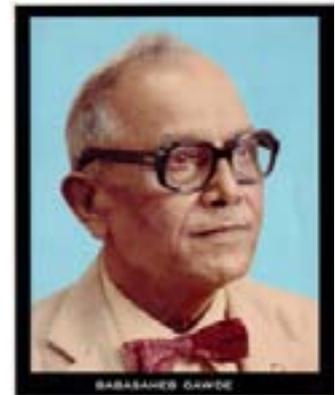
Babasaheb Gawde Chowk, Dr. A. B. Nair Road,
Mumbai Central, Mumbai - 400 008.

And the winner is...

Kudos! Our MMS Student Atul Moyanak stood first in the University of Mumbai Examination held in May 2012 & was felicitated by the Vice-Chancellor of the University of Mumbai on 17th September 2012.



*A visionary and founder
of Maratha Mandir*



Late Shri. Babasaheb Gawde

Forthcoming Events



Mimamsa: It's a national paper presentation competition where students Think, Explore & Present their Ideas.

Important Dates
Abstract Submission :10th December 2012
Notification for acceptance of Abstract: 15th December
Early Bird Registration: 21st January 2013
Submission of full length paper: 31st January 2013



Manthan-Churning of thoughts: National Conference on theme "Management Strategies & Challenges for Corporate Excellence"

Important Dates:
Abstract Submission : 3rd January 2013
Notification for acceptance of Abstract:10th January 2013
Submission of full length paper :28th February 2013
Last date of registration: 5th March 2013

Inside this issue:

- Director's Message
- Forthcoming Events
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- Student's Corner
- Governing Body
- About MMBGIMS

Director's message

Greetings & welcome to the 'Freshest' issue of the Bi-annual newsletter 'TRISHNA'. The intent is to disseminate information about MMBGIMS clubbed with articles, poems etc. by students. The name of our newsletter - 'TRISHNA' signifies thirst for excellence. It stands for the fire of knowledge & passion for learning. I hope this newsletter will help our alumni stay connected with their Alma mater. TRISHNA is thankful to all the students, alumni, faculty & staff for their help & contribution to this edition. I hope you will find the newsletter helpful in keeping you informed of our initiatives & programmes. We are open to your comments, criticism & suggestions. Please email us at trishna@mmbgims.com.

Dr. Sunil Karve
Director

Getting Practical: Interaction With Corporate



Guest Lecture on "Two decades of Finance & Future challenges" by **Mr. Avinash Bagul** (Chief Operating Officer and Company Secretary of IL&FS)



Guest Lecture on "My 25 years in HR" by **Mr. Prasad Bagawade** (General Manager - HR in Japanese Engineering consultancy Co)



Guest Lecture on "Alert Mumbaikar Campaign" by **Mumbai Police**



Guest Lecture on "Personality Development & Leadership Skills" by **Dr. Satish Pai** (CEO of EUNET HR Solutions)



Guest Lecture on "Introduction to Stock Market" by **Mr. Mitesh Thakkar** (Head-Inspection & Compliance of BSE)



The Inquisitive Student Mind

Engaging Students



Getting Practical: Interaction With Alumni



Guest Lecture on "Building yourself into a Brand" by **Mr. Pankaj Bhawnani** (HSBC India - Vice President - Mktg., Commercial Banking)



Guest Lecture on "Social Networking - A key to increase employability" by **Ms. Gargi Kale** (Associated as consultant with MNC, Mercer India)



Guest Lecture on "Human Resources : Do we need it" by **Mr. Gavin D'souza** (HR Anexi as a consultant for Pan India)



Encouraging Inquisitive Mind



A mind that is stretched by a new experience can never go back to its old dimension

Take a bite of pie: Ice-breaking session



Student Organising Committee



Making a Difference: Serior Junior Presentation



Club Activities



Working of mutual fund, tax saving avenues, how to trade online



Human Resources Management



Next generation of marketing, Brand establishment with Amul India product & Growth of Product with STP Process and 7P's of Product

Mentoring for Placements



Cracking the interview: Interview tips

Mock Test on verbal ability, data interpretation, logical reasoning and quantitative aptitude

Mock Group Discussion on "Some people believe that success in life comes from...." and so on....



Resume preparation by student in computer lab

Cracking the Case Study

Placement orientation for MMS Semester I students

TOURISM IN INDIA

“ATITHI DEVO BHAVA” means ‘Guest is God’ is what we Indians believe in right from our ancient time. As we know our country is very much famous for religious and spiritual atmosphere, traditions, long historical background and different festivals, as we are known as land of festivals. Our country is been visited by many foreigners every year. Many beautiful Temples, Masjid, Churches, Sikh shrines are situated across the country that attracts the tourist towards India. Now some facts- Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. In 2010, total Foreign Tourist Arrivals (FTA) in India were 5.78 million and India generated about 200 billion US dollars in 2008 and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate.

(Source-http://en.wikipedia.org/wiki/Tourism_in_India) Along with the cultural tourism India provides medical, business and sports tourism. India has one of the largest and fastest growing Medical Tourism.

Ministry of Tourism are making national policies and programmes for the development and promotion of tourism. e.g:- Incredible India campaign run by ministry of tourism for which Aamir Khan is been chosen as the brand ambassador. In this campaign awareness is been created for different tourist spots situated across the country. The north-east region inspite of being naturally gifted with so many beautiful places were not identified earlier but now due to such campaigns these places are also getting recognition. In spite of having huge potential we have not able to explore all the areas and the reasons are many one such reason as security, due to the rise in number of incidents like rape cases, cheating and misbehaving cases outsiders are not secured to travel to India, so being a responsible citizen of this country along with the government it is our responsibility to control this factors by stopping these kind of incidents. Now the another reason is how heritage and historical places are getting damaged due to ignorance as well as

a irresponsible activities done by our people only. So many forts are in a damaged state, we tend to find garbage at such historical places which can be controlled by our little efforts.

Another growing sector in the field of tourism is health tourism. It is going to be a \$2 billion industry by 2015, expecting an annual growth rate of 30%. It is one of the fastest growing sector because of affordable prices we offer compared to developed countries. Since we are providing a healthcare service in low price that doesn't mean we are compromising on our quality. We are providing high quality healthcare, zero wait time for surgeries use of world class equipments and very important is fluent English speaking staff so there is no barrier in communication as such.

Along with this yoga and meditation centres are very much popular amongst foreigners as many are coming to India to practice this exercises.

Rising education standards, broad range of scope, academic standards, cost-effectiveness and fluent English speaking ability has made India a very popular land in the field of education. Because of this many foreign students are approaching Indian universities for their education e.g.:- Most of the students are coming from African continent. India Tourism Development Corporation Limited (ITDC), company owned by government of India under ministry of tourism apart from retail and hospitality they have also owned education company, who are running educational tourism activities across the country.

So we can say tourism industry is contributing an important part to the Indian economy if all the areas are been explored well it will boost our economy effectively and can strengthen our economy very well like many developed countries so this cannot be ignored. So we have to take it seriously and deliver at our best to stand at par with the developed countries.

Rupesh Tanaji Jadhav
MMS - I (A)
(2012-2014)

FDI in retail – will local kiranaawala disappear??

FDI reforms in retail industry have put a big question mark on kirana stores for their survival. As the government has allowed 51% FDI in multi-brand retail & 100% in single brand retail, it has created a fear in all local kirana stores that within few years they will be out of the market. Kiranawala's feel that with the entry of big retail players like Wal-Mart, Carrefour, Tesco will eat up their customers. Kiranawala's feel that they will not be able to compete with these big retail giants because of the everyday discounts given on the some or the other products. As these retail stores are one stop shopping centers, they are open 24 hours a day & all these things are not possible for small Kiranawala's to offer these services to their customers, that's the reason why customers will shift to these big retailers. The projection of FDI by political parties is way different from knowledge of people. This is all done by the political parties & big lobbies of the middleman. These people have portrayed just the negative side of the FDI to all the Kiranawala's because they are affected by these new reforms. The middlemen will be eliminated due to these new reforms & the political parties want to play with their vote bank.

If we see the real picture, the Kiranawala's will never disappear from the retail market, because the proximity of these Kiranawala's are more convenient to customers than these big retailers, though Kiranawala's will not give big discounts unlike big retail players, but they can compete with these players with other facilities like free home delivery, credit facilities so that the customers will not go to buy daily products or the necessity goods at big retail stores. They will prefer to purchase from local Kiranawala's only to save their time.

FDI reforms will bring stiff competition in the market which will force the Kiranawala's to maintain the quality standards, Maintenance of their shops, to keep neat & tidy. They will also start presenting their products in a standardized manner. This competition will help to increase the productivity of Kiranawala's as they will start to adopt the

standardized tools & techniques, systems to sell the product.

Most of the developing countries around the world have opened the doors for global retailers & this has benefited the economic growth. China has allowed 100% FDI in retail & the number of small outlets (equivalent to kirana shops) has also increased from 1.9 million to 2.5 million (source Hindustan times 26/11/11).

The FDI reforms will benefit the retail industry to grow at a faster rate. The FDI reforms will not affect the small Kiranawala's it is just the lack of awareness about the FDI reforms. Government has to take initiatives to create awareness about positive impact of FDI reforms.

Rohit Padalkar
MMS-I (B)
(2012-2014)

Strikes and Bandhs

People over the time have adopted various forms of protest, to express their feelings to unjust activities. Some of these forms are violent while some are peaceful and calm. The best example of violent protest in India is the one happening and taking place in Jammu and Kashmir on regular basis. Mobs throwing stones on the armed police force on open streets, and the police force retaliating with bullets. The best example of calm 'bandh' is the one organized by Mahatma Gandhi, Satyagraha.

A strike is a legal form of protest, where in people from a particular organization or union pool in at one place and protest. While a Bandhs is an illegal form of strike, wherein huge mobs gather, belonging to any organization or union, protesting in a violent manner against something? The supreme court of India banned strikes in 1998, but still they were called upon and organized primarily by selfish political parties.

In the recent high court ruling in 2009 strikes have been legalized, as India is a democratic country and every citizen has the right to

express opinion.

Bandhs and strikes are a day to day activity in India and very frequently capture the front pages of leading newspapers as are also projected as "breaking news" on news channels.

But the question to be asked is whether these bandhs and strikes serve any purpose? Do they come out with any positive results? Do they change anything? The answer may vary from person to person.

Who suffers the most? Is the aam-admi ... i.e. common man? In a developing country like India, bandhs and strikes carry a number of ill effects or detriments to our society. It leads to loss in revenue, studies are affected, daily labors and workers lose wages, patients get affected, visitors and travelers are affected, people's lives are at risk,

So strikes and bandhs must be avoided in order to control the problems faced by nation One should not indulge in any illegal strikes or bandh that will disturb the Indian economy.

Omkar Pandey
MMS-I (B)
(2012-2014)

Poems

Don't Quit

*Don't Quit.
Until u sum up...
Life is queer with its twists and turns,
As every one of us sometimes learns.
Don't quit...Until you win...
Don't lean when weak...
Turn the rifts into the gifts,
Turn the hindrances into the stepping
stones...
Success is failure turned inside out -
So, buckle up the shoes and get ready to
Battle...
Don't give up...*

Priyam Gaekwad
MMS-I (B)
(2012-2014)

नसिर्ग संपत्ती

सूर्यचंद्र ग्रह तारे
नलिंबरीचे सौंदर्य खरे
नदी नाले समुद्र झरे
पृथ्वीचे अलंकार सारे
झुंजुंजू पहाट पक्ष्यांचा कलिबलिाट
सुर्योदयचा वलिभनीय थाट
दसिताक्षणी दनिचरयेची होते सुरवात
मंदरित आरती घंटेचे नाद उमटतात
नांगर चाले शेतात
आकाश पृथ्वी समतोलाचे
मानवाचे जीवन चाले
उन्हाळा हविळा पावसाळा
ऋतूचक्र चाले सृष्टीचे रूप खुले
धन धान्य फळे फुले
पाहून मन भरे
सण उत्सव वैभव वाढे
चोहकिडे आनंदी आनंदगडे

Roshani Joshi
MMS-I (A)
(2012-2014)

Tease your Brain

Find out total 10 it companies from this given maze which can be vertical, horizontal & diagonal.

I	C	R	X	G	P	W	Q	J	S	Y	A
G	A	O	I	D	L	I	X	F	I	S	K
A	C	E	G	N	A	P	C	G	K	Y	R
T	C	S	O	N	F	R	W	I	P	N	J
E	E	A	S	F	I	O	F	L	R	T	Y
P	N	B	P	S	W	Z	S	R	H	E	Q
A	T	N	B	G	M	D	A	Y	P	L	I
T	U	T	G	C	E	L	P	N	S	Z	M
N	R	L	&	T	N	M	T	Y	T	M	H
I	E	U	D	K	O	U	I	H	B	J	B
T	E	C	H	M	A	H	I	N	D	R	A
A	V	E	L	W	M	E	X	C	I	V	Z

ANSWER:
TCS, ACCENTURE, COGNIZANT, CAPGEMINI,
INFOSYS,WIPRO, L&T, TECH MAHINDRA, IGATE PATNI,
SYNTEL

Jai Varadkar
MMS-I (B)
(2012-2014)

GOVERNING BODY

Shri.R.P.Gawde	Chairman
Shri.A.P.Damle	Industrial Representative
Shri.S.A.Vichare	Member
Shri.K.D.Sawant	Member
Shri.Shankar Paldesai	Member
Shri.Vinayak Ghag	Member

“ Maratha Mandir’s Babasaheb Gawde Institute of Management Studies ”

Maratha Mandir’s Babasaheb Gawde Institute of Management Studies, popularly known as MMBGIMS is today one of the premier management institutes in Mumbai, the commercial hub of the country. Institute has always been in the forefront of socio-technological advancement. The institute offers two years full time Master in Management Studies (MMS) course affiliated to the University of Mumbai & PGDM course approved by AICTE, New Delhi. Within a few years from establishment MMBGIMS has gained reputation as a leading management institute offering quality education.

Our MMS student stood FIRST in the University of Mumbai examination held in May 2012 & was felicitated by the Vice-Chancellor of University of Mumbai on 17th September 2012.



The institute fosters an environment of academic excellence. Its open and competitive culture enhances the academic and social participation of students. The delivery process of knowledge adopts a holistic approach rather than just industry-driven perspective. This leads to the creation of more ethical, value driven future decision makers.



Maratha Mandir’s

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