

Dear Reader



The 21st century indeed belongs to India. She is poised to emerge as a leading nation in the comity of nations. With her vast natural and human resources, she can achieve the goal of being a world leader soon. The Indian corporate world has to play a crucial role in such a journey.

The Institute of Management at Nirma University is committed to be a part of India's transformation by supplying quality professional manpower to the corporate world, and by upgrading the management skills of the Indian managers.

We as an Institute are clear in our aim that we exist to serve the corporate world. We are also committed to continuously understand the needs of the business organisations, thereby developing appropriate educational and knowledge-based products. As a result, we have maintained a close relationship with various organisations. We have engaged them almost in everything that we do.

On the intellectual front, the faculty members of the Institute are involved in various research activities. They have produced various research articles and instructional resources. You will be happy to know that Nirma University shall organise the 92nd Indian Science Congress during January 3-8, 2005. It is indeed an honour for a budding university. Like the previous years, the Institute will also be organising Nirma International Conference on Management 2005 in January, 2005 on the theme of "Achieving Competitive Advantage through Human Resources."

We have commenced the Master of Business Administration in Family Business and Entrepreneurship from July this year. This is our effort to serve Indian family businesses that control a large section of the Indian economy. We also plan to commence a series of management development programmes to meet the unmet developmental needs of this sector.

Finally, the Institute is setting the highest standards of excellence in management education. The curricula of our MBA programmes are continuously upgraded by revamping the syllabi of different courses. The latest cases are integrated in the courses. Furthermore, we amply use resources from the Internet to make our courses current and global. It also helps students know best corporate practices and intellectual developments.

I am sure you will find this issue of Sparsh useful, interesting, and informative. We look forward to receiving your views and feedback.

With the warmest regards.

Anup K. Singh, Ph.D.

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NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT



Editor's Message

I would like to offer an inspiring change at SPARSH.

A new team with Manubha Soni, Indrajit Sidhanta, Abhishek Sharma, Anil Kumar and Ketul Contractor, with me. Our objective will be to introduce to you a more professional and attractive newsletter. With intellectual inputs and news and titbits, supported by image building for our Institute. I do hope you will like it.

We will welcome contributions from you in areas concerning yourself, your extra-curricular activities and contributions, as well as professional articles.

Inviting your good wishes !

Prof. Sushil Bahl



Editorial Panel

Prof. Sushil Bahl - Editor

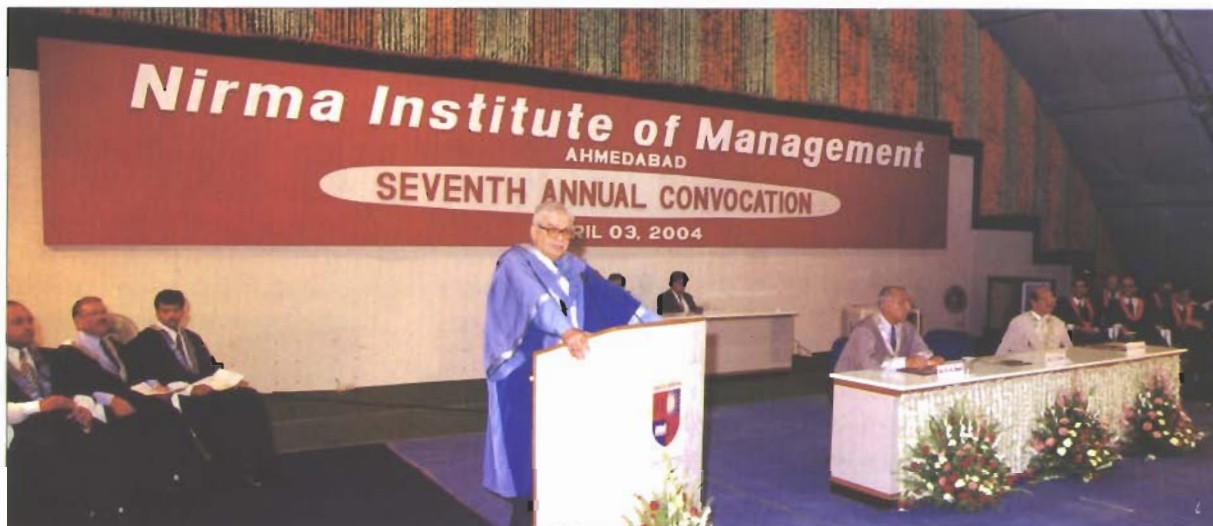
Mr. H. Anil Kumar

Mr. Ketul Contractor

Ms. Manubha Soni

Mr. Indrajit Sidhanta

Mr. Abhishek Sharma



Dr. J. J. Irani, delivering the convocation address at the 7th Annual Convocation.

DR. J.J. IRANI,

**Executive Director, Tata Sons,
spurs NIMites to success in the Corporate World,
at the SEVENTH ANNUAL CONVOCATION**

The Seventh Annual Convocation of the Institute of Management, Nirma University, was held on April 03, 2004. Dr. Karsanbhai K. Patel, President, Nirma University, conferred the diplomas to the students of PGPM (Part Time) and PGPM (Full Time) who had successfully completed the programmes of 2002-04.

Dr. J.J. Irani delivered the convocation address on the occasion. In his enlightening speech to the graduating students, he reminded them of the social and professional challenges of the rough and tough corporate world from that of the protected student world. He said, while being good at one's job and delivering goods, one should not forget our contributions to the society at large.

Continuing, he stated that life in the corporate world could be exhilarating or frustrating depending on how you accept change and take opportunities in your hands as a leader. For success in this, what you needed was a plan and execution. As in the case of "Alice in Wonderland", the choice of your route depends on where you want to go. In this, preparation to meet opportunities was more important than luck. If you don't see opportunities coming your way, they will pass by you.

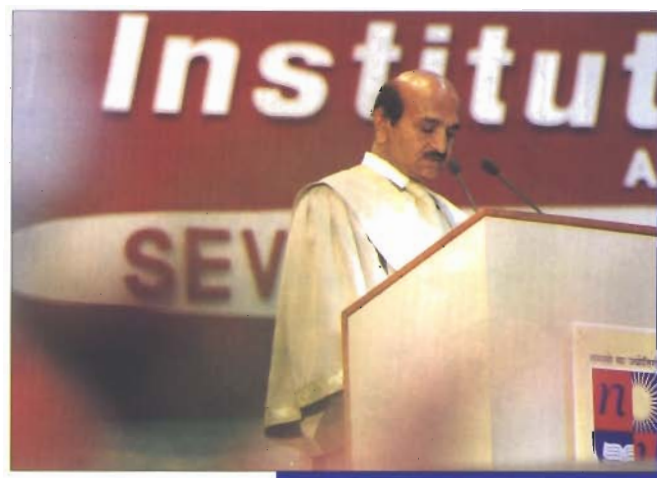
He reiterated to the students that they should play the game within the rules and ethically. This will lend to their personal credibility, which was his one single most important message to them.

Dr. Anup K. Singh, Director, Institute of Management, Nirma University, in his concluding remarks wished students farewell and hoped that they will take a cue from Dr. Irani's advice to them, and make a mark in their careers.

He enumerated the accomplishments and excellence of the Institute after it had become a part of the Nirma University, especially in the area of conducting new programmes like Family Business and Entrepreneurship Programme, and in the area of placement through visibility and credibility of the Institute.

He urged the students to manage change and reach great heights as professional managers and human beings, through self-confidence and ethical standards.

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Dr. Karsanbhai Patel delivering his speech at the convocation

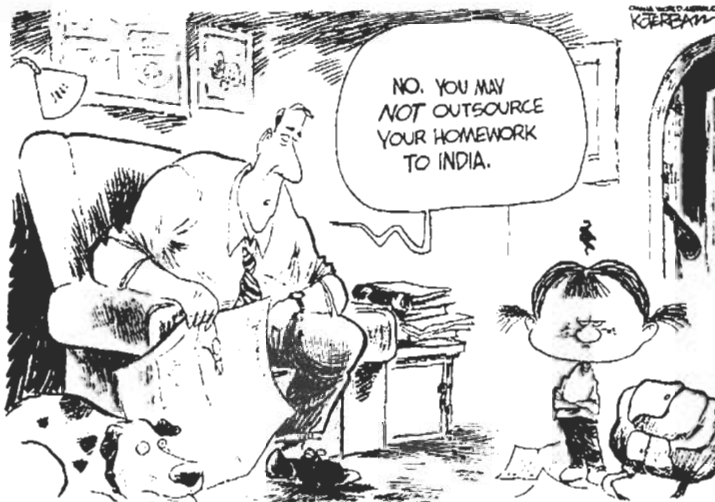
Awards for scholastic performance and best student were also distributed to the students at the convocation.

FULL TIME

- I Overall Scholastic Performance
Rank 1: Aditi Mehra
Rank 2: Ashul Prakashchandra Jain
Rank 3: Atul Shukla
- II Scholastic Performance in Marketing Specialization
Aditi Mehra
- III Scholastic Performance in Finance Specialization
Kamlesh Chauhan
- IV Scholastic Performance in Human Resources Management Specialization
Nayana Ghosh
- V Scholastic Performance in Information Technology Specialization
Shraddha Ballal
- VI Outstanding Student
Saurabh Biplab Ganguly

PART TIME

- I Overall Scholastic Performance
Rank 1: Snehal Nayankumar Desai
Rank 2: Pathik Chandrakant Shah
Rank 3: Asutosh Pravinchandra Dave
- II Scholastic Performance in Marketing Specialization
Pathik Chandrakant Shah
- III Scholastic Performance in Finance Specialization
Snehal Nayankumar Desai
- IV Outstanding Student
Pathik Chandrakant Shah



Cartoon by Jeff Kotterba. Reprinted from Omaha World-Herald.
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Source: SPAN June 2004



Reaping Laurels - Sourav Ganguly being awarded by Dr. Karsanbhai Patel as the Best Student of the Year



Marketing Maestro - Aditi Mehra being Felicitated by Dr. Karsanbhai Patel for her outstanding performance in Marketing.



Financial Fixx - Ashul Jain being awarded by Dr. J.J. Irani for his outstanding performance in the Finance



"Part" time in "Full" throttle - A student of Part-time Programme is being felicitated by Dr. Karsanbhai Patel

CEO LECTURE SERIES

Airtel COO on 'Telecom Marketing in India'

Mr. Atul Joshi, COO-Gujarat Circle, Bharti Airtel Ltd., Ahmedabad, delivered a lecture on the topic of "Telecom Marketing in India" on Friday, July 9, 2004 and elaborated on the 'air war' and the competitive situation in the market. He talked about how brand image should be formed and how a brand should be positioned. He threw light on the brand equity of Airtel, the reasons of its competitive edge, and the forthcoming offers that will make Airtel one of the best cellular service providers of the country. Within his talk he also elaborated on some emerging trends in Telecom Marketing today.



Mr. Atul Joshi with Prof. P. Gupta (L) and Dr. A. K. Singh (R)

INSTITUTE SEMINAR SERIES

Face to Face with 'Social Marketing' and 'Insurance Sector'

Shri P. Panneervel, Secretary-Higher Education, Govt. of Gujarat, delivered a lecture on "Social marketing" under the Institute's Seminar Series on Monday, July 19, 2004 at 05:00 P.M. The venue of the lecture was NIM Auditorium. Mr. Panneervel discussed the case of e-governance at the Ahmedabad Urban Development Authority. He further threw light on how e-governance was implemented there and the various benefits reaped due to it, as well as the hurdles faced and how they had overcome them. Thus along with social marketing he discussed the most fit case of implementing e-governance within the bureaucracy.

Mr. Sanjay Vij, Business Development Manager and Head of Gujarat Operations of HDFC Standard Life Insurance Co Ltd., delivered a lecture on "Challenges and Opportunities in Insurance Sector" under the Institute Seminar Series on Tuesday, July 20, 2004 in the NIM Auditorium. He discussed the development of Insurance sector in India after independence, the various challenges and opportunities faced by it, and its status today.

INTERACTIVE SESSION ON MANAGING START UPS

Mr. Purander Chaudhuri, Head of Business (Western and Central Region) Coffee Day Xpress, Cafe Coffee Day shared his views on "Success and Strategies for Managing Start-ups," on August 5, 2004 in the NIM auditorium. During his interaction with the students Mr. Purinder, with the help of some famous sayings and quotes reviewed the various characteristics of leaders and how one can become a successful manager.

He took a leaf from the famous book "Alchemists" and threw some light on the qualities of leadership and how we can harness those qualities by "dreaming of achieving heights and then working to make them come true."

NEW THRUSTS AT NIM

INAUGURATION OF FULL TIME, AND PART TIME MBA PROGRAMMES

Mr. Jagrut Vyas, COO, Tata Teleservices Ltd., Ahmedabad, inaugurated the MBA (Full Time) programme on June 23, 2004.

Mr. Sanjay Gupta, CEO Infrastructure, Adani Exports Ltd. Ahmedabad inaugurated the MBA (Part Time) programme on June 29, 2004.

With NERF acquiring a University status, the Full Time and Part Time Courses at the Institute of Management now become MBA Degree programmes. This year 160 students have enrolled in the Full Time, and 60 in the Part Time programmes.

The new Full Time batch is a blend of students from all backgrounds--academic and cultural. The batch comprises students with engineering, commerce, science, arts and computer applications background. Some of them have work experience too. The Part Time students have work experience ranging from 2-4 years.



Mr. Chintan Parikh being felicitated by Mr. Ambubhai M. Patel

INAUGURATION OF FAMILY BUSINESS AND ENTREPRENEURSHIP PROGRAMME

Mr. Chintan Parikh, Managing Director, Ashima Group, Ahmedabad, inaugurated the first ever MBA Family Business & Entrepreneurship Programme, at the institute of Management on July 5, 2004. The batch consists of 42 students with background of their own family businesses, and aspirations towards entrepreneurship.

The curriculum of this course will be similar to the regular MBA programme, but with emphasis on subjects concerning entrepreneurship and business practices ranging from Communications, to Organizational Behavior, Human Resources, Finance and Operations.



The Family Business Programme Participants

EXECUTIVE EDUCATION PROGRAMMES AUGUST-SEPTEMBER 2004-05

I PROGRAMME ON PERFORMANCE MANAGEMENT SYSTEM



This Programme was for Senior and Middle Level managers having responsibility for organizational and team performance. The Programme aims to enable participants acquire a conceptual understanding of performance at the individual, team and organizational level. It further seeks to impart knowledge about the different performance management systems and also share prevailing industry practices with respect to these systems.

The contents of the Programme were: Individual, Team and Organizational Performance, Aligning Human Resources Management Strategy with Business Plans, Individual Performance Appraisal systems, Balanced Scorecard Approach to Performance Management, and Competency Mapping & Assessment Centers.

Prof. H. Trivedi coordinated the Programme.





II PROGRAMME ON INTEGRATED CORPORATE COMMUNICATIONS

The Programme was for Senior and Middle Level Communications and Public Relations Executives, Advertising and Marketing Management executives, and professionals in Associations involved in managing communications and public relations at Industries. The Programme aimed at helping corporate executives learn special skills and strategies required for business success through image/reputation management.

The contents for the Programme were: New Corporate Paradigms, Concepts of Corporate Relations and Corporate Affairs, Corporate Communications and Public Relations, Communications Technology, Vision and Mission Development, Corporate Identity, Media Relations, Corporate Advertising, Social and Community Relations, Crisis Management, PR and Marketing, Event Management, Research and Image Audits, Corporate Governance, and Budgeting for Strategies.

Prof. Sushil Bahl coordinated the Programme.



III PROGRAMME ON LEADERSHIP FOR HIGH PERFORMANCE

The Programme was for Middle Level Managers who have people management as their prime responsibility. The participants should have at least five years work experience. The Programme will benefit managers from manufacturing, banking, co-operative, and service sectors. The Programme aimed at making the participants learn how to lead their subordinates effectively, to build a performing team and to create a performing culture.

The contents for the Programme were: What Effective Leaders do? Influencing people downward, upward and horizontally; Empowering people, Coaching and Counseling subordinates; Creating High Performance Culture; Team Building and Conflict Management; and Action Plan for Leadership Development.

Dr. A. K. Singh coordinated the Programme.



IV PROGRAMME ON SUPPLY CHAIN MANAGEMENT

The Programme is for Managers and Executives who are directly responsible for key functions in Supply Chain including manufacturing and services, distribution and supply management, purchasing, inventory, marketing and sales, production, information technology, finance and accounting, and new product development. The Programme shall help the participants in understanding the business scope and processes of supply chain management. The participants shall also address key issues related to customer-centric supply chains to reduce cost and to increase profitability.

The contents for the Programme are: Understanding key fundamentals of Supply Chain Management; Managing uncertainties in Supply Chain; Customer focus in Supply Chain and Vendor Managed Inventory and Vendor Relationship; New technologies for Supply Chain and Managing Global Supply Chain; and other strategic issues.

Prof. Prashant. Gupta will coordinate the Programme towards the end of September.

PANEL DISCUSSION: UNION BUDGET 2004

A panel discussion was organized at the Institute post the Union Budget 2004 presented by the Finance Minister of the India, on Tuesday, July 13, 2004. The panelists were, Mr. Saurabh Soparkar, legal luminary, and Prof. G.S. Gupta, with Prof. M. Mallikarjun convening the discussion. Mr. Soparkar threw light on the legal shortcomings of the budget and the ways to improve them. Prof. G.S. Gupta looked into the overall economic impact. The discussion was thoroughly relished by one and all as it focused on crucial current issues concerning the economy and business.

ASPIRATIONS BEGIN TO BECOME A REALITY, NIRMALABS LAUNCHED

NirmaLabs, the technology resource incubator established by NERF has a three-phased programme designed to transform participants into Global Techno Entrepreneurs went on stream with a simple and formal inauguration function on 17th June, 2004.

The grooming, incubation, and growth programmes within NirmaLabs will recreate the eco system of the Silicon Valley, of the US, which has been the breeding ground of enterprising ideas for long. NirmaLabs is housed at the Nirma University campus and is supported by the Department of Science and Technology of the Government of India.

The launch function was graced by Mr. Amubhai Patel, Dr. N V Vasani, and Mr. Hiren Patel. Mr. Vishnu Varshney, M D of GVFL and the anchorperson for NirmaLabs, Mr. Madhu Mehta, Chief Architect, and Prof. B H Jajoo, Chief of the Grooming programme spoke at the function and spelt out the novel features and benefits of the programme. Mr. K Thyagrajan, CEO of NirmaLabs proposed the vote of thanks.



Mr. Vishnu Varshney speaks at the launch



Mr. Madhu Mehta addressing the participants



Prof. B. H. Jajoo explains the Grooming Module

NirmaLabs website: www.nirmalabs.org


NIRMA
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FINANCE CONCLAVE-2004
Professional Inputs from Wizards

As an institute offering industry focused education, we value the importance of industry interface. Our Institute has continuously endeavored to provide students with insights into the best practices in all the fields of management through regular seminars, conferences and conclaves. Continuing with this tradition a Finance Conclave was organized on 27th and 28th August, 2004 on the theme, "Indian Financial Markets: Options for Future."

The sub themes of the conclave were grouped under the heads:

1. The Banking Industry: Horizon Ahead.
2. Mutual Funds: Sustaining Momentum.
3. Insuring India: A Risky Business.
4. Equities: Broad Basing the Markets.
5. Debt Markets: Shifting Paradigms.

The Finance Conclave 2004 was inaugurated by **Mr. B.S. Shantaraju**, MD, Gujarat Gas. In his inaugural address he stressed on the need for managers to take risk.

The conclave was addressed by lead financial professionals from India.

Mr. Rostow Ravan, GM Finance & Co. Secretary, MindTree Consulting Private Limited spoke on Credit Risk Management. He also talked about various risks and explained them by giving examples of companies like Motorola. He provided deep insights on Risk capital, its allocation, Risk capital management and importance of its management.

Mr. Anand Rego, Head Cash Management solution, ANZ-IT Pvt. Ltd. spoke on Cash management, its evolution and provided insights on Indian and Global trends in cash management.

Mr. Ravishankar, CFO, CRISIL addressed the students of management on "Credit rating - A mirror of credibility." He discussed the rating process in detail and gave insights about the benefits of ratings for various players like issuers, investor etc.

Mr. George Assaf, Country Representative, UNIDO, briefly outlined the strengths and weaknesses of the Indian economy and the future development potential vis-à-vis other emerging economies.



Mr. B. S. Shantaraju inaugurate the Finance Conclave. Seen with him are Dr. A. K. Singh and Prof. Chinnoy Sahu



A session in progress. Mr. P. P. Vora of Deloitte Haskins & Sells (R) addressing the gathering with Prof. G. S. Gupta on the dias

Mr. Jigar Shah, Director, KR Choksey Shares & Securities Private Ltd., presented research findings and argued how over a longer time horizon, equity as an investment instrument outperforms all other instruments.

Mr. Mukul Gogoi, VP Finance Srei International Finance Ltd spoke on Infrastructure Financing .He stressed on public private partnership in infrastructure investment and suggested ways to attract private investment in the same.

Mr. L Venkatesan Finance Advisor, TVS Electronics Ltd spoke on Mutual Funds .He talked about expectation of investors, perception of mutual funds and expectations of investors. He supported his claims by giving various facts and figures.

Mr. P.P. Vora, Partner finance Advisory Services, Deloitte Haskins & Sells spoke on detail on proposed Basel II accord applicable to all internationally active, on internationally active and incorporation into local law.

Mr. Ambareesh Baliga, VP Finance, Karvy Stock Broking Ltd, spoke on psychology of investors and said that we as an investors need to know where are we heading and how human emotional reaction determine direction of market.

Mr. Hemant Kaul, President Retail Banking, UTI Ltd, spoke on Basel II accord and stressed on the three pillars on which it stands namely minimum capital requirement, supervisory review process and market discipline.

OUR ALUMNI, OUR STRENGTH

Institute of Management, Nirma University, does not take its students as mere revenue earning agents wherein the relationship ends after a student is placed in the corporate world. The Institute strongly believes in relationships it maintains with the students, once he or she is a part of this family. Naturally, the ties do not end at just helping the students to get good jobs. It stresses in maintaining a strong relationship with every student, throughout his/her life.

To facilitate this culture, the Institute has formed a common mailer group where each and every student registers before leaving the Institute. These ex-students are regularly updated with every event that takes place in the Institute, including events like the cultural festival and various conclaves. Such an effort is well supported by the management and faculty.

The Institute arranges a yearly Alumni Meet wherein all the ex-students are invited to meet at the college campus and share their experiences among themselves. The alumnus is also invited to share their corporate experience with the students of the current batch.

LOOKING AHEAD...

Business Schools are the platforms where students have the freedom to Think Big, Dream Big. A lot of their dream companies flock here to catch the best grey cells. Even, the Institutes lay major emphasis in placing their students among the best corporate bigwigs. This attempt stretches to Summer Internship too.

For this the placement committee formed by the students themselves, coordinate the various placement activities. For some years, the Institute is achieving the record of placing all its students in big and small companies after the completion of the course, as also during their summer training.

The academic year 2003 - 2004 was impressive in terms of final placements. A separate placement week was scheduled in the academic calendar, where many eminent companies participated in recruiting the budding managers from NIM. Majority of the students were placed during the placement week itself.

The other striking feature, which marked this year's placements, was the considerable hike in the average salary of the students. Some of the companies who participated in the final placements, were, Tata Consultancy Services, HDFC Ltd., Torrent Pharmaceuticals, ING Vysya, Cafe Coffee Day, Shoppers Stop, Pantaloons, O & M, NSEIT, DCB, Zensar Technologies, Converge Labs, ICICI Lombard, Arvind Mills, TVS Motors, Bajaj Motors, Ashok Leyland and Tata Teleservices. Apart from the above companies, the other prominent ones who recruited our students for Summer Internship were Procter & Gamble, PepsiCo, Mahindra & Mahindra, and Tata Motors.

The placement activities in the Institute are a year long procedure which starts with the collection, verification and updating the database of the various organizations, and stretches to the activities like, industry interaction with those organizations at various platforms, conclaves, seminars, lecture series, pre-placement visits, and then the final placement visit by the organizations to the campus.

Looking at the past experience and the prospect for the future, the Institute along with the placement committee has planned on a detailed strategy for the year 2004-2005. The Institute has arranged for the pre- placement visits to different organizations, in September.

The final Placement Week is scheduled during 19-24 December this year.

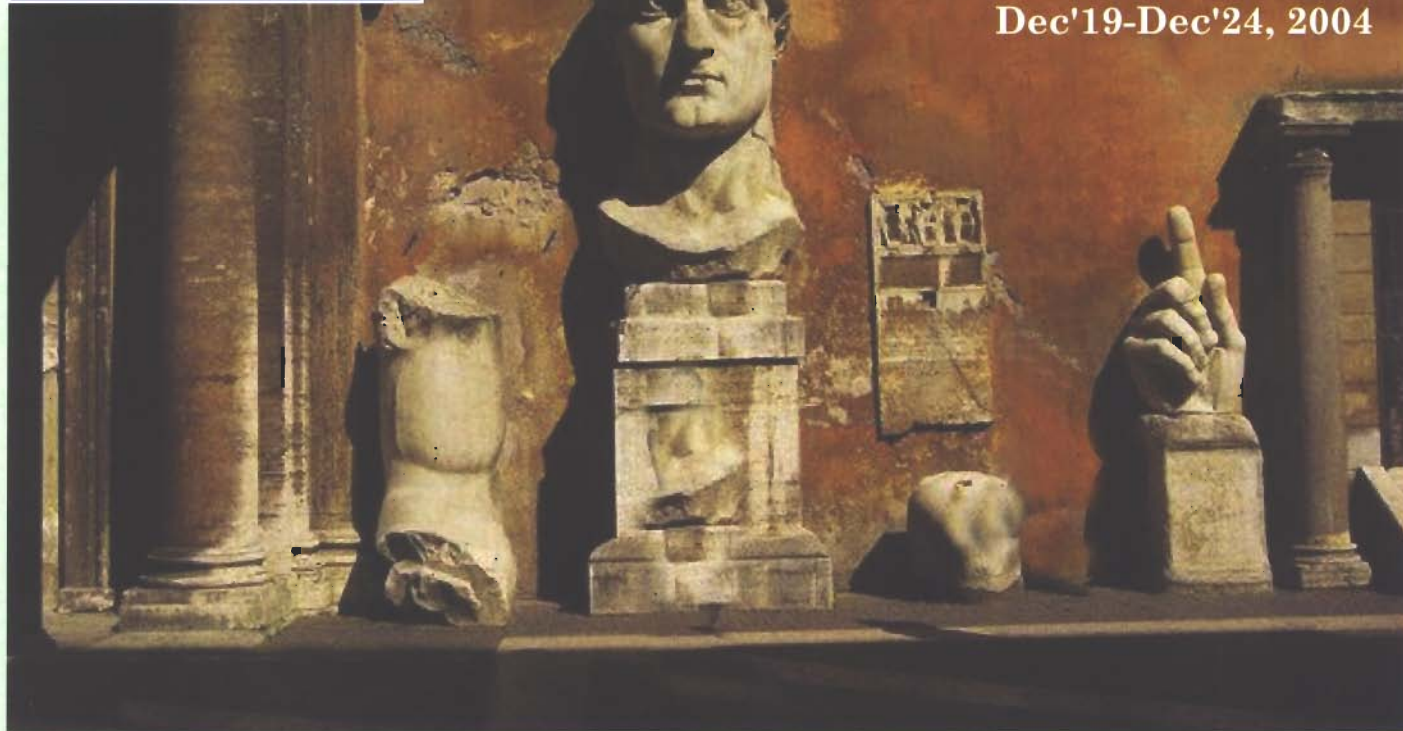
With a lot of hard work coupled with the growing reputation of the Institute, the placement scenario this year promises to be a better still this year.



A group photograph of the outgoing batch 2002-04

**NIRMA**
UNIVERSITY

INSTITUTE OF MANAGEMENT

*Sculpt is Right...
Carve your Empire...***Placement Week**
Dec'19-Dec'24, 2004**WE WELCOME...****PROF. HARISH SRIVASTAVA**

Prof. Srivastava has 28 years of rich experience. First four years he devoted to Defense R&D, contributing to the development of Rockets and Missiles. Next 20 years he worked in the corporate world mainly in the areas of Production and System Development, in the capacity of General Manager (Operations).

For the last four years he had been teaching in various Management Institutes either as Visiting or as Core faculty. He is a certified Lead Assessor in the field of ISO-9000 Quality Systems.

PROF. JITENDRA MAHAKUD

Prof. Mahakud's research interests include Investment Analysis, Derivatives, Corporate Finance, Applied Econometrics and Monetary Economics. He has published research papers in reputed referred journals like Economic and Political Weekly, Finance India, ICFAI Journal of Applied Finance, among others.

He has presented several papers in National and International Conferences. He has been a visiting faculty at Narsee Monjee Institute of Management Studies, Mumbai. He has participated in the Summer School Training Programme for Finance Teachers at IIM, Bangalore.

THEY SAID IT ...

Every student has dream a Management Institute in mind where they want to go for further studies. Apart from this every student has a perception of a particular Institute before joining it and a different perception after spending time there. In order to get a feel of this among our new entrants we interviewed three MBA-I (Full Time) students.

Move over sun, I need some sky
I've the wings, I need to fly!!!

NIDHI JALAN
B.COM (H), SRCC DELHI

**WHY MBA?**

MBA for me is a means to an end. It's a way to help me achieve my dream of starting my own entrepreneurial venture of my own.

WHY NIM?

NIM will enable me to have a rich experience of business. It also has excellent infrastructure coupled with good faculty.

PERCEPTION OF NIRMA BEFORE?

I expected it to be like a typical B-school, wherein I can interact with people of my own caliber. These people would be able to share my dreams and aspirations, which are as determined and focused as I am. The fun of staying on campus. 24*7 interaction and support would help me blossom and develop a more mature outlook on life.

THE REALITY ...

I got a chance to meet people who are really focused towards their goal in life, but then there are many who are not. I really like the surprise quizzes we have here which keeps me on my toes. The schedule is quite hectic with lots of assignments and readings to be done everyday, but that's how our life is going to be for the next two years, hence, in a way, an enriching experience for me.

Why fit in? When you are
born to stand out!

BALPREET SINGH
B.COM, DEHRADUN

**WHY MBA?**

I wanted a multi-faceted, creative, multi-dimensional and highly successful personality as an individual which I felt could be achieved by doing an MBA. So I am here coz I feel that Management is not just education, it's a way of life.

WHY NIM?

NIM will develop my overall personality apart from providing me with excellent education.

PERCEPTION OF NIRMA BEFORE?

Before joining NIM I had heard about it from my friends that it is an upcoming, 6-8 years old Institute.

THE REALITY...

After I came here I realized that it has in place an infrastructure that is world class, good and well experienced faculty, and the campus placements are awesome.

The atmosphere out here is very friendly. Students can ask for faculty's help whenever they want. I found our seniors very friendly, and the amount of hard work they put in academics is a source of inspiration for us.

I dream things that never were; and I say, "Why not?"

NISHA KUMARASWAMY
B.Sc., ST. XAVIERS', AHMEDABAD

WHY MBA?

After graduating in Science, I wanted to know of its managerial implications, and its application in the corporate world. A course like MBA would also make me an independent thinker and help me to realize my position in this now global situation. To me Management is to manage myself first, in order to manage the world around an MBA is must.

WHY NIM?

The name in itself speaks of its stature. NIM to me is a place where I can develop my personality. The infrastructure of the Institute is one of the best in the India, and Ahmedabad being my home city I was all the more keen in joining this Institute. It ranks high among all the B-Schools in India, which was a major motivation factor as compared to other Institutes.

PERCEPTION OF THE INSTITUTE BEFORE JOINING?

Before joining the Institute, I had already heard that the Infrastructure over here was one of the best, among all the B-Schools in India. I was also aware that since a couple of years this Institute is providing excellent placements to all its students. I expected the Institute to be an upcoming B-School, and which was developing very rapidly.

THE REALITY?

As expected, the infrastructure, including the hostel facilities are so good, that it did not make me feel that I was staying out of my home. I also found that the Institute has excellent corporate interface in terms of offering good placements, as well as inviting guest faculty from the corporate world.



STUDENT ACHIEVEMENTS

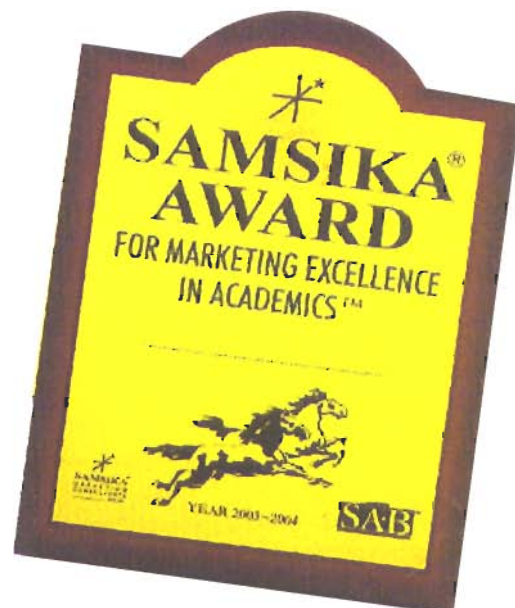
MANUBHA SONI WINS SAMSIKA AWARD

Ms. Manubha Soni, a student of PGPM-II, Institute of Management, Nirma University was nominated by the Director of the Institute, for the Fifth All India Annual SAMSIKA AWARD for Marketing Excellence In Academics 2003-04, instituted by Samsika Marketing Consultants Private Ltd. Mumbai.

The nomination was based on the marks obtained by her in marketing subjects such as Marketing Management-I, Marketing Management-II, and Marketing Research in the PGPM-I Full Time course.

Manubha will receive in the award ceremony to be held in Mumbai:

1. A special certificate from the Samsika Academy of Brand Management (SABTM)
2. The Samsika Award for Marketing Excellence in Academics Trophy.
3. A cash award of Rs. 2,500



HOW TO GET A GOOD JOB!

On Wednesday, July 21, 2004, **Mrs. Nisha Kapoor**, Executive Director, United Consultants, Gujarat, interacted with the students on the topic "How to get a good job."

In her interaction with the students she covered all the important stages of getting a good job--how to look for one, how to make resumes effective and presentable, and how to conduct yourself in a job interview. Later she answered specific queries of the students and threw light on preparations for International placements.

THE ENTREPRENEURSHIP CLUB: SWAYAM

The new conceptual and innovative club of the Institute of Management, NIRMA, The Entrepreneurship Club was inaugurated on 18th August 2004 by Prof. Anil K. Gupta of IIM, Ahmedabad. He is the recipient of the Padmashree from the Government of India. Prof. Anil Gupta today heads the National Innovation Foundation, an NGO working for the grassroots entrepreneurs across the length and breadth of the country.

Prof. Anil Gupta in his inaugural address shed light on entrepreneurship and its need in society today. He was also generous in promising funds to innovative and potential ideas from the IM students. Prof. P. K Chugan, Chairman of MBA-Family Business Program at NIRMA, speaking to the students spoke of the benefits this club has to offer, to them as young management graduates. The main objective of the Entrepreneurship Club is to enable enthusiastic students achieve their entrepreneurial dream with least difficulty. For this every attempt will be made towards gathering new ideas, discussing and refining them in order to make a full fledged business model out of them. The regular activities of the club will also enable students stay abreast with all the latest happenings in the world of business including mergers & acquisitions, strategies, turnovers, quarterly results and stock prices.



Prof. Anil Gupta inaugurated the Club



Prof. Anil Gupta welcomed by Dr. A. K. Singh

After the formal inauguration of the Club, a presentation on the objective, vision and activities of the club was made by Vikram Parekh. This was preceded by presentation on two innovative products manufactured by grassroot entrepreneurs and promoted by the National Innovation Foundation. All the aspects including finance, marketing, technology, application of product and target markets were covered in the presentation. The products presented were Garlic Peeler by Kulbir Singh Bagga and the Floating Cycle presented by Amit Kumar Agarwal. These products form just a few of the many hundred products promoted by the National Innovation Foundation.

SCREEN !!!

It's showtime.... Talent Nite

It's not easy being a student - what with those lectures, assignments, practicals and exams? But it has a huge upside too. Among the great things about student life - friends, canteen and events and occasions definitely make it to the tops! A time when fellas just get together and have fun exploring talents on the campus, or just groove the great music, and paint the whole campus red? And who'd know that better than students of NIM. This enthusiastic lot organized a talent nite that culminated into a state-of-the-art theme-based fashion show. These enterprising youngsters for once looked away from their course books as they sashayed down the ramp to theme of 'Love', 'Lust', and 'Peace', managed by choreographer Ateet Bajaj. Lucky ones like Prashant Vanjani and Aditi Kataria went home wearing the 'Best Models' crown. These students sure know how to have a good time ! Besides, when you have so much talent within the campus who needs professional models anyway ?

Kudo to the organizing committee: Sumeet, Gaurav, Ateet, Rahul, Ravneet, Neha and Sujani.



'THREE C'S' OF GEET SETHI

Concentration, Consistency, and Collaboration!

Mr. Geet Sethi, four-time World Champion in billiards, visited the Institute on Friday, July 30, 2004, and addressed the students. In this highly interactive session he spoke about the importance of happiness vis-à-vis the worldly gains like money, fame and power. He said a careful analysis by everyone should be done of physical versus psychological gains, and that one should always look towards achieving happiness.

He further added that it is not success that gives happiness; it is the process that we undertake to achieve success that is more important. The moments of happiness matter, we should just try and identify these moments and cherish them forever.

He suggested that youth should go about their work and life with the principle of three C's, which he had learnt in his journey to the top in the world of sports. Concentration in doing things with a focus and energy, and not being distracted from your goals. Consistency sticking to your path and achieving what you have set out to achieve. Collaboration carrying people with you through a collaborative mode, what we in management call Teamwork.

He laced his talk with some of his personal experiences, and the highs and lows in his life.



Mr. Geet Sethi (L.) being welcomed by Dr. A. K. Singh

HUMAN RESOURCE DEVELOPMENT

The faculty at NIM continue with their professional pursuits this quarter as well:



Prof. Nina Muncherji was involved in a number of activities this quarter.

Research Activities:

Case Analysis of "Innovations at Wipro" published in Case Folio (ICFAI), July 2004.

MDPs & In-house Training Sessions

Programme Director for the NDDB Programme on 'Leadership Development for Senior Executives', April 12-14, 2004. She conducted Sessions on Team Building and Conflict Management.

Conducted sessions on Empowerment & Delegation, Coaching and Counseling, Group Dynamics and Team Building for Cadila in their 'Advance Management Development Programme' in April & June, 2004.

Conducted sessions on Motivation, Conflict Management & Negotiations, Creativity, Leadership, and Team Building for the programme on "Enhancing Skills of Engineering Faculty" An AICTE, programme, conducted at Institute of Technology, Nirma University, from June 28 to July 10, 2004.

Programme Director for In-House Training Programme for IPCL "Executive Enhancement Programme" at Baroda, August 4-7, 2004. Took sessions on 'Organizational Challenges, Planning and Decision Making, Creativity, and Team Building'.

Professional Service

Conducted two sessions on "Motivation" at Gandhi Labor Institute, Ahmedabad for a Training Programme for Welfare Officers, July 2004.



Prof. Deepak Danak delivered a talk on "Leadership in Crisis" at Sardar Patel Institute of Public Administration, Ahmedabad on June 30, 2004 at their training programme for First and Second Class Employees of Government of Gujarat. Aspects on the subject delivered on by him were found most useful by the participants.



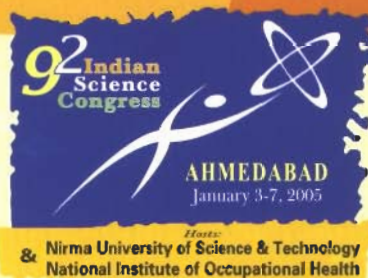
Prof. P. K. Chugan participated in Exporters Meet-Special Economic Zones, organized by IMCI, Ahmedabad and SurSEZ, Surat, at Hotel Nalanda on June 5, 2005, Ahmedabad.

Participated in the Programme on EDI Implementation for Customs & Digital Signature at DGFT and on 80 HHC organized by FIEO, Mumbai on June 25, 2004 at Hotel Le Meridian, Ahmedabad.

Participated in Seminar on New Ventures, organized by Centre for Innovation, Incubation and Entrepreneurship, IIM, Ahmedabad, July 10-11, 2004 at IIM Campus, Ahmedabad.

Publications:

- a) WTO and Trade in Textiles and Clothing in Post Quota Regime, Southern Economist, Vol. 43, Number 4, June 15, 2004
- b) Role of Regional Blocs in Textile and Clothing Trade: Post-quota Regime, on the website trade-india.com, June, 2004.
- c) Provided education / career related counseling to the students and their parents in an event organized by SAATH a NGO in Ahmedabad on May 13, 2004.



**CHIEF MINISTER OF GUJARAT LAUNCHES
OFFICIAL WEBSITE OF
INDIAN SCIENCE CONGRESS 2005
TO BE HELD AT NIRMA UNIVERSITY**

<http://www.isc05.org>

The Indian Science Congress Association (ISCA) owes its origin to the foresight and initiative of two British Chemists, namely, Professor J. L. Simonsen and Professor P.S. MacMahon. It occurred to them that scientific research in India might be stimulated if an annual meeting of research workers somewhat on the lines of the British Association for the Advancement of Science could be arranged. The first meeting of the Congress was held from January 15-17, 1914 at the premises of the Asiatic Society, Calcutta, with the Honourable Justice Sir Asutosh Mukherjee, the then Vice-Chancellor of the Calcutta University, as President.



Shri Narendra Modi addressing the gathering at the launch function



92nd

Indian Science Congress

January 3-7, 2005

Focal Theme: Health Technology as Fulcrum of Development for the Nation





INDIAN SCIENCE CONGRESS ASSOCIATION
KOLKATA



NIRMA UNIVERSITY
Nirma University of Science & Technology
Ahmedabad



NIOH
NATIONAL INSTITUTE OF OCCUPATIONAL HEALTH
(Indian Council of Medical Research)
Ahmedabad

Home Page of the Website



Shri Narendra Modi , Hon'ble Chief Minister Launching the Website

The Honorable Chief Minister of Gujarat, Shri Narendra Modi launched the official website of the 92nd Indian Science Congress being held at the Nirma University, Ahmedabad from 3rd to 7th January, 2005, on July 8th 2004, at the NIM auditorium. Nirma Institute of Science and Technology and National Institute of Occupational Health will host the congress, in association with Indian Science Congress of Kolkatta.

The five-day scientific meet will consist of Technical sessions, Plenary sessions, Vision talks, Panel Discussions, Pride of India Expo, the Children Science Congress and Summit meeting. The forthcoming meet will be the platform to make visible the progress of Indian Science of the recent past. Corollary to the emphasis of permanent sections of the science and technology, this year the focal theme of the congress has been chosen as "Health Technology as fulcrum of Development for the Nation".

Welcoming the gathering Dr. H.V Trivedi, Director of Institute of Technology, Nirma University, described the forthcoming event as a "Kumbh Mela" of Scientists. He said it was the matter of pride for Nirma University in hosting this event being held in Ahmedabad after 26 years. Another aspect to be proud of was its being held for the first time at a university in Gujarat. Hence its was a matter of "Gaurav Gujarat" for Nirma University. He complimented the Chief Minister for being the guiding spirit behind the event, which would benefit Gujarat scientist, students, professionals, and children in the state and from all over the country. Four hundred participants from all over the world - U.S.A, U.K, Europe and India will participate in the Congress. A few Nobel Laureates are expected to attend. The congress will include a special children's science congress at the Science City of Ahmedabad.

The Honorable Chief Minister launched the website by clicking on the home page. In his inaugural speech he emphasized on the importance of science in today's education and future of the people. He complimented the organizers and wished them success in the six months of mobilization and preparation they had at hand. He expressed confidence that the event would reach out to people and bring forth useful benefits in their education and careers.

He went on to describe the winds of change taking place and said science was considered tough and dull in the various opportunities available to people in their choice of education and careers. In this he gave the example of medical tourism where he felt there was tremendous potential for India, and Ahmedabad in particular, with its advancements in health science and technology.

He ended with a quote from Neil Armstrong who on returning from the moon expressed that he "Went as a scientist and came back as man!" He hopes that Congress will be one that will be remembered and will have tremendous benefit for the coming generation.



Seen at the Launch (L to R) Dr. H. N. Saiyed, Dr. H. V. Trivedi, Dr. K. K. Patel, Hon'ble Chief Minister, Shri Ambubhai M. Patel and Dr. P. Shah

Theme : Achieving Competitive Advantage through People**(January 28 - 30, 2005)**

We are, today, the inhabitants of a virtual environment, living in virtual space. We cater to a virtual market, mobilize resources virtually and leverage our global vision for managing organizations. New and sophisticated technology has become a great equalizer in the global business economy, thus posing a fresh challenge to organization competitiveness and sustained business prosperity.

Organizations' search for a competitive advantage in current times seems to have led them to focus on their human resources and the human resource management systems with a renewed faith in their capability to deliver. Can the human resources really 'make it happen'? or is it THEY ALONE 'who can make it happen'? The business community appears to be nodding in the affirmative to both. What then are the different dimensions that need to be worked upon to channelise this human energy? How can organizations demonstrate this faith in the human energy? What would be the kind of leadership challenges involved? Who has to be the guiding force, the driver of this mission? What alignments must take place within organizations to support this movement? The conference attempts to provide a forum to academicians and researchers, to consultants and practicing professionals to share their thoughts on some these emerging issues and to share their experiences and stories of this endeavor.

The following are the major sub-themes of the conference:

■ **Developing A Corporate Strategy - The People Imperative**

- Integrating Strategy and People
- Restructuring, re-engineering and re-inventing the Organization
- Business Process Outsourcing
- Change Management
- Role of HR in Organization Turnaround
- Innovative Employee Relations
- Strategic HR Systems
- Values and Culture

■ **Measuring And Enhancing Corporate Performance**

- Redefining Performance Parameters and Measures
- Innovations in Performance Management
- Rewarding Performance
- HR Scorecard
- 360 Degree Feedback
- Assessment Centers
- Competency Mapping
- Quality Assurance in HR

■ **Valuing The Human Capital**

- HR Accounting
- EVA and Compensation
- Measuring Talent
- Psychometric Testing

■ **Leadership And People Management**

- Assessing and Developing Leaders
- Cultural Issues in Leadership and People Management
- Diversity Management
- Coaching and Mentoring
- Managing Behavioral Processes
- New Competencies for HR Professionals
- Ethics in People Management

■ **Fostering Partnerships**

- Team Building Process
- Knowledge Management Through HR
- Enhancing Internal Customer Orientation
- Conflict Management and Negotiations
- Interventions for Organization Development

PAPER SUBMISSION DATES:

Abstracts: 30th September, 2004

Complete Papers: 30th October, 2004

Contact: Conference Chairperson **PROF. HARISMITA TRIVEDI**

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