

# SPARSH

THE  
TOUCH OF



INSTITUTE OF MANAGEMENT

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Editors  
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**Ketul Contractor**  
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## Abhivyakti Expressions



Dear Reader,

The last year was quite fruitful for the Indian economy. Almost all the sectors of the economy boomed. Stock market zoomed. Employment went up. These changes indeed boosted management education! Today India has emerged as the second largest provider of management education in world. There are more than 900 B-schools in our country. Out of these 900 B-schools, there are around 30 B-schools, which are world class. Our Institute has been consistently ranked among top 25 B-schools in India, in spite of its young age. Our commitment to provide cutting edge management education to students and managers is the staunchest.

The placement at the Institute improved considerably this year. Around 69 companies participated in the placement programme. These companies belonged to various sectors, such as telecom, insurance, banking, manufacturing, advertising, consultancy, retail, IT and pharmaceuticals. The salary package went up by 50%. We also had two international placements. These developments speak volumes about the growing visibility and credibility of the Institute.

One important feature of any world class B-school is executive education. It establishes a bridge between the Institute and the industry on the one hand and helps practicing managers hone their management skills on the other. We conducted 25 executive education programmes, including tailor-made programmes for leading organizations like Oil and Natural Gas Corporation, Indian Petrochemicals Corporation Limited, All India Radio, and Gujarat Maritime Board. These programmes were conducted in diverse areas like Leadership, Performance Management, Supply Chain Management, Business-to-Business Marketing, etc.

Nirma International Conference on Management (NICOM) 2004 was a grand success. The Institute organizes NICOM every year on various topical themes of relevance. This year the theme of the conference was Managing Trade, Technology and Environment. Over 120 papers were presented in the conference. The delegates came from the different parts of the country as well as world, including countries like Japan, South Korea, South Africa, and US.

Last but not the least the campus witnessed a slew of cultural activities. The Cult Fest Richter 10 enlivened the student community. Our students organised Perspective: An Academic Conference, where they hosted events like case study analysis, business plan, panel discussion, etc. It is heartening to note that life at campus has become more vibrant, vivacious, and vigorous.

I would be happy to know your views about Sparsh, and various programmes and activities held at the Institute.

Best regards.

Anup K. Singh, Ph.D.  
Director

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# Manthan Forum for Intellectual Stimulation

## Third Nirma International Conference on Management (NICOM-2004)

In its endeavor to provide opportunities to faculty and students for interacting with the eminent scholars from India and abroad, the Institute has been organizing International Conferences every year.

NICOM has a seven-year glorious history and each year, the conference takes place in the sprawling campus of Nirma University. As a continuation of this tradition, the Institute had organized NICOM-2004 during January 2-4, 2004.

NICOM-2004 had a central theme of "Managing Trade, Technology and Environment" with sub themes concentrating on Trade Related Issues, Technology and its Management, Environment and Sustainable Growth. NICOM-2004 was glittered with eminent personalities. The event was inaugurated by Kirit S. Parikh, Professor Emeritus, Indira Gandhi Institute for Development Research. The Guest of Honour was Shri Anilbhai T. Patel, Hon'ble Minister of



Industries and Tourism, Govt. of Gujarat. The Valedictory address was by Mr. Akhil Marfatia who pioneered direct selling in India as the first President of Eureka Forbes Ltd.

Prof. M. Mallikarjun and Prof. P. K. Chugan were the Faculty Coordinators.





## The Sixth HR Conclave

Human Resource function has now become the key business partner, reengineering organizations to survive and thrive in the competitive marketplace. Human Resource Management faces many challenges and operates in a constant environment of change. To overcome these challenges and to enhance the knowledge base of the students, the Institute had organized the HR conclave on October 11-12, 2003. The theme of the Conclave was "Role of HR - From a Specialist to a Business Partner"

Mr. C. Srinivasan, Group Corporate Head, HR, GMR Group, inaugurated the event.

The eminent speakers in the conclave included most eminent personalities in the field of HR like Mr. A.S.K. Reddy, Sr. VP (HR), ING Vyasya Bank; Mr. N. Rajan, VP (HR), Hinduja Group India Ltd.; Mr. D.D. Pathak,



Chief (HR/IR, LP), Tata Steel Ltd.; Mr. Subir Sinha, Chief Manager HR, Arvind Mills Ltd.; Mr. Chetan Bhakri, Head, HR Initiatives, IMS Learning Resources Pvt. Ltd.; Mr. Jim Tharakan, Associate, People Practices, VITEOS; Mr. Anil Munjal, Divisional Manager (HR), Tata Telecom Ltd. and Mr. D.K. Verma, VP (HR/OD), Ingersoll Rand (India) Ltd.

Dr. T.V. Rao, Chairman, T.V.Rao Learning Systems Pvt. Ltd. delivered the valedictory address and the session was presided over by Mr. K.K. Sinha, Director (HR), NTPC. The faculty coordinator was Prof. Sanjyot Pethe.

## The First Marketing Conclave - 2003

In its strive to emerge as a world-class Institute, the first Marketing Conclave 2003 was organised on the campus during November 22-23, 2003.

The basic objective of the Marketing Conclave was to provide an opportunity to the students for interacting with the practicing Marketing Professionals and get an insight into the challenges being faced by them.

The theme for the Marketing Conclave, 2003 was "Marketing Challenges in the 21st Century" and the sub-themes were Relationship Marketing - Rethinking the Business Model, Managing Brands - Is Consistency the key?, Distribution Dynamics - Unraveling the Distribution Puzzle, Managing Price - Gaining Competitive Advantage, Retailing - The Rise of Retailing, e-Commerce - Gaining the Competitive Edge through Virtual Business.

Mr. Chintan Parikh, Chairman, Ashima Group inaugurated the Conclave.

The speakers in the conclave included eminent personalities in the field of Marketing like Mr. S. Sridhar, GM (Sales),





Bajaj Auto Ltd.; Mr. S. Swaminathan, VP, Tata Tea Ltd.; Mr. Sumantra Sengupta, JWT; Mr. Adnan Ahmed, GM (Supply Chain and Information System); ICI Paints Ltd., Ms. Sudipta Sengupta, Head (Marketing), Café Coffee Day; Mr. Pinakin Gandhi, VP (Strategic Planning), GTL Ltd.; Mr. Ajay Acharya, Chief (Sales and Marketing), Pidilite Industries Ltd.; Mr. S. Mohan, COO, IFFCO-Tokio General Insurance Co. Ltd. and Mr. Anurag Batra, MD and Editor-in-Chief, Exchange4Media.com.

Mr. Harminder Sahni, Principal and Associate Director, KSA Technopak gave the valedictory address. The faculty coordinator was Prof. P. K. Yadav.

## First Perspective 2004 - The Academic Conference

Perspective, The Academic Conference 2004, organized for the first time, is another feather in Institute's cap. It was held on February 20-21, 2004. The Conference aimed at giving the tomorrow's manager a 'perspective' about the current economic scenario, new business opportunity and the future trends. Various events and competition that spanned the two days were:

- Live Case Study Competition
- Paper Presentation
- Business Plan Competition
- Panel Discussion.

Mr. Sunil Parikh, former director, CII, currently advisor to Cadila Pharmaceuticals Ltd., Mr. Kirit Rawal, Solicitor General of India and Dr. R.G. Nambiar, Director, Sardar Patel Institute of Economic and Social Research, were invited for Panel Discussion. The event also had participation from students representing Institutes such as IIMA, NITIE, KJ Somaiya, MICA, TAPMI, etc.

The faculty coordinator for the event was Prof. Nina Muncherji.

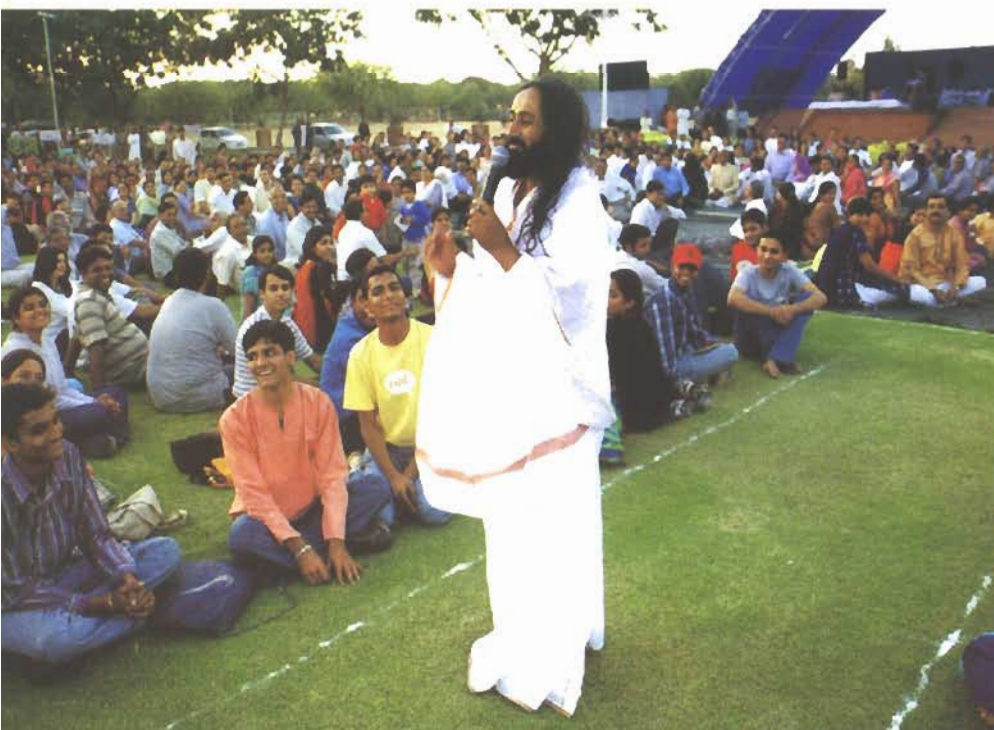




## Art of Living - Sri Sri Ravishankar

Everyone wants more happiness, love, and peace of mind. What keeps us from increasing these qualities in our lives is stress. Often we don't realize the degree to which stress clouds our natural enthusiasm, saps our energy, interferes in our relationships, and affects our health.

Sri Sri Ravishankar blessed the students entangled with these dilemmas during his visit to the University on February 21, 2004. It was a blissful experience for all the students and invitees who were blessed by the Darshan of this Great Saint.





## CEO Lecture Series

The Institute has been regularly organizing interactions with Chief Executive Officers from the corporate world. This series aims to provide students an exposure to issues of concern and interest to the top management in the corporate world.

Mr. P. S. Shenoy, CMD, Bank of Baroda, delivered the fourth lecture under CEO Lecture Series on the topic of "The Role of Indian Banking in the Globalisation Scenario" on February 9, 2004.



## Executive Club of Ahmedabad (ECA)

ECA has been active in serving the needs of working executives, entrepreneurs and consultants by providing a platform for sharing of ideas, experiences and perspectives. In this context, the ECA organised a series of lectures like

- Leadership by Dr. Anup K. Singh, Director, Institute of Management, Nirma University on September 15, 2003.
- Stress Management by Swamishree Adhyatmanandji, Sivananda Ashram, Ahmedabad on October 10, 2003.
- Performance Management by Prof. Harshmita Trivedi, Institute of Management, Nirma University on November 14, 2003.
- Executive Health: Western Windows and Eastern Thoughts by Mr. Mahendra Thaker, a scholar of Yoga and Alternative Therapy on December 12, 2003.
- Film Screening: Lessons in Excellence featuring Late Prof. Sumantra Ghoshal on February 13, 2004.

The faculty coordinator for the ECA activities is Prof. Deepak Danak.



## Executive Education Programmes

The Executive Education Programmes that were organised during the current period are:

### **Finance for Non-finance Executives**

Oct. 13-15, 2003

Programme Leader: Prof. Chinmoy Sahu

### **Adding Customer Value through Relationships, Distribution and Promotion**

Dec. 11-13, 2003

Programme Leader: Prof. Subrat Sahu

### **Successfully Communicating to the Customer**

Dec. 18-20, 2003

Programme Leader: Prof. Devashish Dasgupta

### **B2B Marketing: Issues and Challenges**

Feb. 9-11, 2004

Programme Leader: Prof. Prabhat Yadav

### **Organisation Integration through Effective Teams**

Jan. 29-31, 2004

Programme Leader: Prof. Nina Muncherji

### **HR Skills for Line Managers**

Nov. 20-22, 2003

Programme Leader: Prof. Sanjyot Pethe





# Sambandh Alumni Relations

Keeping in touch with the Alumni has been the most pleasant activity in the campus. Meeting Alumni and seeing them grow in the corporate sector has been a satisfying experience for all the faculty and staff of the Institute. Regular meetings, formal get togethers and inviting alumni to share their experiences with the every new batch at the Institute have been some of the alumni activities at the Institute.

The Alumni Association provides opportunities to alumni for staying connected with their alma mater. In fulfilling its commitment to strengthen the relations with alumni, the Institute organizes a host of activities. The website ([www.nim.ac.in](http://www.nim.ac.in)) of the Institute has been redesigned to incorporate feedback from the alumni and now the alumni can register online and also update and share their career and personal advancements with the Nirma family.

Since 1996 SEVEN batches of Full-Time PGDM Students and SIX batches of Part-Time PGDM students have graduated.







## Objectives of the Association:

- To maintain and increase the interaction between the Alumni and Industry, Alumni and Institute Faculty, Institute Faculty and Industry and amongst the Alumni
- To help the Alumni keep in touch with the existing batch of Institute's Students and with other similar professional associations in the country as well as abroad.
- To assist in placement of students of the Institute in the Industry.
- To promote thinking on contemporary issues in management.
- To provide input in the formation and updating of the course curriculum of the Institute, its programs and its other activities.

## Interactions:

Three alumni meets were organised last year in various cities like Bangalore, Mumbai and Ahmedabad. The Alumni turned up in good numbers and made the events grand success.

In tandem with the objectives of the Alumni Association, all the Alumni have helped the Institute in its Placement Process. The Institute acknowledges the contributions of some of the alumni like Mr. Sachinder Bhinder, Mr. Chintan Mehta, Mr. Pawan Nahar, Mr. Saurabh Chugh, Mr. Mehul Waghela, Mr. Saju Sebastian, Mr. Pramesh Parekh, Mr. Fenil Shah, Ms. Gunjan Yogendra, Mr Manoj Mehta, Ms Ronita Chaudhuri, Mr Birendra Mohanty and Mr. Gautam Saraf.





## Human Resources

The institute has augmented its human resources through the addition of Prof. Sharad Saxena. He is a M.Sc. and Ph.D. in Statistics from Vikram University, Ujjain (MP) and is a faculty in the area of Quantitative Management.

Prof. Saxena has around four years of post-graduate teaching and research experience. Before joining the Institute he was working with SVIM, Indore. He has a book to his credit titled "Randomness and Optimal Estimation in Data Sampling" published by American Research Press, Rehoboth, USA. He has published several research papers in reputed journals of different countries like India, USA, France, Canada, Poland, Brazil etc. and he also wrote some popular articles for leading newspapers. He has delivered talks in conferences of national and international level. Dr. Saxena has been bestowed with 'The U. S. Nair Young Statistician Award - 2001-2002'. He has participated in a UGC Refresher Course in Statistics at Indian Statistical Institute, Kolkata as well.

## Amphitheatre

A 110-acre sprawling campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity. The campus has an ambience that motivates students to grow. The Institute building, which is centrally air-conditioned, boasts of a latest addition to its ever-growing infrastructural facilities - The Amphitheatre. Living to its promise of providing world-class facilities accompanied to enhance the learning process; the institute has strived hard to bring in a concept, which was completely original to Rome. Amphitheatres were mostly popular in the west, with few being found in the east except in areas of strong Greek influence. Amphitheatre design was based on theatres, but soon developed into very complex engineered structures. These all served the purpose to make the spectators more comfortable, and the events more spectacular. The first event to grace the newly constructed Amphitheatre would be the Seventh Annual Convocation of Institute of Management, Nirma University on April 3, 2004 where Mr. J. J. Irani would be the guest of honour and Dr. Karsanbhai K. Patel would grace the occasion. The Amphitheatre would be the battleground for intercollegiate events like the flagship event of the Institute Richter 10. Modernity, aesthetics and grandeur characterize the newly built Amphitheatre.

## MBA in Family Business and Entrepreneurship

Family Business Organisations today are faced with several challenges. The reasons behind their problems are manifold. Most family business organisations are managed by unqualified owners/managers who are unable to manage the organisation in the times of crisis. There are few B-Schools in India that focus on the specific needs of the students who wish to become owners/managers. The Institute of Management, Nirma University is promoted by one of the greatest entrepreneurs of the twentieth century, Dr. Karsanbhai K. Patel who is committed to the development of entrepreneurship. Thus, the Institute decided to commence this unique programme of MBA in Family Business and Entrepreneurship, which aims to develop future owners/managers and entrepreneurs with a view to equip them with modern management knowledge, skills, family business management techniques and entrepreneurial attitudes.

The first batch would commence in July 2004





The faculty and staff at the Institute have always been active in professional pursuits like attending conferences, workshops, presenting papers, delivering lectures and so on.

### **Anup K. Singh, Director**

Dr. Singh was invited to inaugurate programmes, centers, deliver lectures at various institutes in Ahmedabad. They include:

1. "Leadership Strategies and Implementation" at EDI for their Management Education Programme on November 4, 2003
2. Attended AMDISA-AACSB One day Workshop on Accreditation of B-schools in South Asia by AACSB International at Hyderabad on January 22, 2004
3. Attended a Workshop on Ranking of B-schools in India by COSMODE on January 21, 2004.
4. Inaugurated the programme "Marketing for Organizational Growth" organized by Bank of Baroda Staff College, Ahmedabad on January 5, 2004.
5. Chief Guest at the inaugural function of The Institute of Computer Accountants, Satellite Center on January 20, 2004.

In addition, Dr. Singh published: Subordinate Development: The Third Strand of Leadership, Management and Labour Studies, August 2003, Vol. 28 (3), pp 209-222.

### **Deepak J. Danak**

Value Based Management: A Key to Sustainable Development of Business in Managing Trade, Technology & Environment, proceedings of Nirma International Conference on Management - 2004, January 2004, Excel Books, New Delhi.

### **Devashish Das Gupta**

1. Influence of Celebrity endorsement on Indian Youth - An Empirical Study, ICFAI Journal of Marketing, November 2003.
2. Branding in Hi-Tech Industries, AIMS International Conference on Management, December 2003.

### **M. Mallikarjun**

Co-Edited Managing Trade, Technology & Environment, the proceedings of Nirma International Conference on Management 2004, January 2004, Excel Books, New Delhi.

### **Nina Muncherji**

Prof. Muncherji organized various activities like "Alumni Day" on October 1, 2003, Cultural Festival "Richter 10" during December 12-13, 2003, a Kathak Performance by Ms. Uma Sharma, (with SPICMACAY) on January 21 2004, Micro-Lab for the students of Institute of Diploma Studies & Institute of Pharmacy, Nirma University and Executive Diploma Programme Convocation, which had Shri Jaimin R. Vasa, President Gujarat Chemical Association as its Chief Guest on March 27, 2004.

Her research and other activities included:

1. Speechless, Human Capital, March 2004, Delhi.
2. Technical Note on "Body Language In Interviews" NIM Publication Cell, January 2004.
3. Role Play "Effective Interviewing" NIM Publication Cell, February 2004.
4. Attended seminar on SPSS at Institute of Management, Nirma University, Ahmedabad on December 17, 2003.
5. Attended a Workshop on "Breakthrough Thinking for Business Success" conducted by Shozo Hibino, Professor, Chukyo University, Japan at Institute of Management, Nirma University, Ahmedabad on January 1, 2004.

Prof. Muncherji was felicitated by the Prathama Blood Center, Ahmedabad with a trophy on the 'National Voluntary Blood Donation Day-2003', for the award of 'Lady Blood Drive Organizer' on October 1, 2003. In addition, she was invited to deliver a talk for All India Radio (AIR) on "Human Centered Management" broadcasted on Primary Channel on November 2, 2003.



### **P.K. Chugan**

1. Co-Edited Managing Trade, Technology & Environment, proceedings of the Nirma International Conference on Management 2004, January 2004, Excel Books, New Delhi.
2. Participated as a resource person in "International Seminar on WTO Its Role in Trade Liberalization & Emerging Issues" during February 9 10, 2004.
3. Attended Seminar on "Welcome to the Freedom of Doing Business Your Way Saif Zone" organized by CII and ICICI Bank at Ahmedabad on February 27, 2004.
4. Attended the programme on MDA and Exporting to Four Gulf countries organized by Federation of Indian Export Organizations, Mumbai at Ahmedabad on March 18, 2004.
5. Participated in a Meeting on "Government Industry Partnership; Exploring Opportunities in Forestry", organized by Confederation of Indian Industries at Ahmedabad on March 20, 2004
6. Participated in an "Interactive Session on Simplification of Labour Laws", organized by Confederation of Indian Industries at Ahmedabad on March 20, 2004.
7. Delivered a talk on the "WTO and Trade in Textiles and Clothing Beyond 2004" in an event organized by EXIM Club Baroda, Ahmedabad Chapter at Ahmedabad on March 25, 2004.

### **Sanjyot Pethe**

Prof. Pethe published extensively during this period and her publications include:

1. Psychological Empowerment and Learned Helplessness: Implications for Rural Management, Behavioural Management in Rural Development, 2004 edited by Mr. C.S. Singhal, Amballa Cant, The Associated Publishers.
2. Impact of Ego States on Managerial Creativity, Behavioural Management in Rural Development, 2004 edited by Mr. C.S. Singhal, Amballa Cant, The Associated Publishers.
3. Subordinate Development: The Third Strand of Leadership, Management and Labour Studies, August 2003, Vol. 28 (3), pp 209-222
4. A Study of Relationship between Managerial Creativity Ego States of Manager, South Asian Journal Management, September 2003, Vol. 10, pp 1-23
5. Relationship between Job Involvement, Organizational Commitment and Collective Efficacy, Business Perspective, October 2003, Vol. 4 No. 2, pp 135-146
6. Developing a Model for Training Effectiveness in a Large Manufacturing Organization, AHRD Conference, December 2003 held at Bangkok, Thailand.

### **Sharad Saxena**

1. A Class of Shrunk Estimators for kth Exponent of Scale in Exponential Population with Censored Samples, 2004, The National Seminar on Advancement in Mathematical, Statistical & Computational Techniques (India).
2. Improved Estimation of Mean Life After Warranty in Negative Exponential Failure Model, International Conference on Recent Statistical Techniques in Life Testing, Reliability, Sampling Theory and Quality Control at Department of Statistics, Banaras Hindu University, Varanasi, India during December 29-31, 2003
3. Participated in 3-days 'National Case Development Workshop' organized by AIMA at New Delhi during November 2003.

### **Subrat Sahu**

1. Self-concept and the Consumption Decision Behaviour - A Literature Study, Disha, Journal for Management Excellence, Vol. 2, November 2003
2. Partner Relationship Management: The Next Wave of Customer Revolution, AIMS International Conference, December 2003
3. Marketing on the Web: Challenges and Opportunities, Nirma International Conference on Management-2004, January 2004

### **Sureshkumar.B.O**, Assistant Librarian

Attended three day Programme on 'Digital Libraries' at IIM Kozhicode during January 19-21, 2004.



### Richter 10 - The Cultural Festival

At Institute of Management, Nirma University we strive for excellence; not just in academics or sports or other activities; but also in life itself. Towards that endeavour, the annual inter collegiate festival of our Institute, Richter 10 plays a big part.

The event is all about challenges in Business Situations, which includes games like Banquest -The Bank Game, Zaibatsu -The Business Plan and Ambushed-The Media Planning Game, in Advertising comprising of Ad Hawk-The Advertising Game, in Marketing including games like Tag Team-The Marketing Simulation and Survivor-The Marketing Fundamentals Game, in IT tested through Brainbyte-The IT Quiz and Google Geeks-The Web Hunt Game.

Also the events test the Creative Skills of the contestants through events like Mock Press-The Press Conference Simulation Game, Elimination Chamber, Cold War-The Ultimate Debate, Stoby, Lakeerein-The Ultimate Dramatics Competition and Dance Competition.



For tapping if off we had the following showcase events:

- Rock Show by Indian Ocean
- Cranium Stampede - Business Quiz by Parnab Mukherjee
- Fashion Show-The Rebel

The event attracted top-notch participation from leading business schools like IIM-A; MICA, Ahmedabad; IIPS, Indore; BIMTECH, Delhi; S. K. Patel Institute of Management, Gandhinagar; NICM, Gandhinagar; B. K. School of Management, Ahmedabad; Som-Lalit Institute of Management, Ahmedabad, etc.





## Sports Meet - 2004

For four days the Institute did not sleep. For four days, the Institute rode on high adrenaline. For four days, the Institute was driven by never ending spirit of sportsmanship, loads of hard work, sweat, contest, sentiments rising and dipping with each shot, thrilling moments and heroics.

The Sports Meet '04 was held during March 2-6 and the meet included Basketball, Volleyball and Table Tennis.

Six teams were formed having equal representation of both boys and girls.

The meet started with Volleyball, the biggest crowd puller of the event, which was played on round robin basis with every team playing with every other team. Matches were held as late as 1 am in night, but the spectacular crowd kept every player working harder, and the players obliged.

The Sports Meet '04 was a huge success. It kept every body on their feet for all four days and will be cherished for days to come!



## Farewell - 2004

The Institute campus was looking changed, the moments grew heavy, and there was unusual silence in the atmosphere. It seemed like everybody wanted to say something but no one could. March 5, the day PGP-1s bid good-bye to their loving and inspiring seniors.

"AU-REVOIR- there's never a last time", this was the theme of the farewell, which was organized by the PGP-1s to say good-bye and wish luck to the seniors.

## Placements-2004

On successful completion of the programme, the Institute helps the students in exploring placement opportunities by inviting various companies for campus recruitment. The Institute has well-equipped and organized placement cell which is in constant touch with the industry and essentially keeps the students informed about the requirements and developments in different industrial sectors regarding the career opportunities available.

The Placements at the Institute is a result of very systematic interaction with the industry and continuous career counseling to the students. Right from the inception of the programme, each student is very consciously counseled as regards to their career aspirations and options, which in turn is very vigorously followed up with the potential companies for participating in the placement programme of the Institute. This not only helps the students in getting their 'dream' job but also assists the visiting companies in identifying the 'right' candidate for their organization.



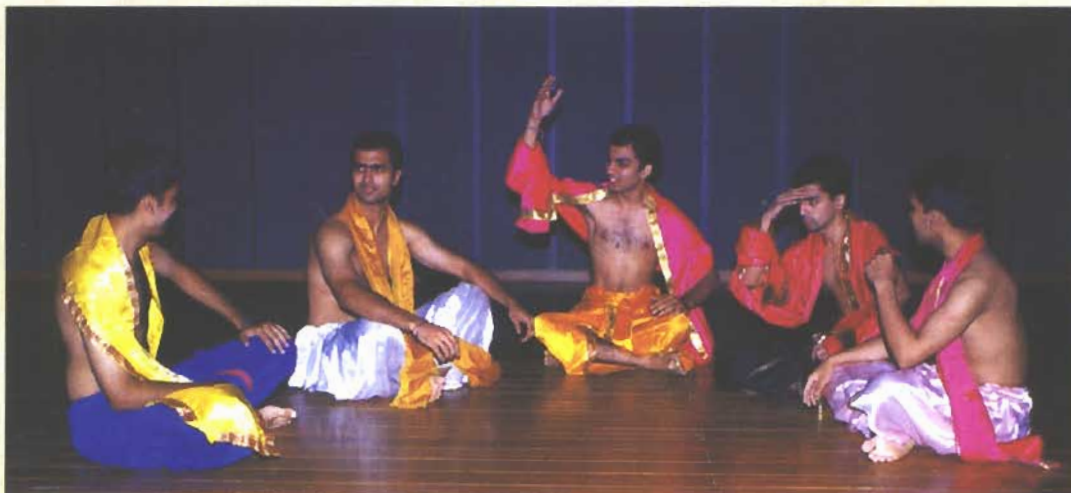
The Institute has an impeccable record of 100% placements with a constant increase in the average salary each year. The current year has witnessed participation of more than 69 companies in the placement programme and the students are placed in 57 companies with an average salary of Rs 3.36 lacs per annum. The highlight of the current year's placement is two international placements at London and Bangkok.

### Skill Development Workshop

With an objective to enhance the skills of students in Group Discussion and Personal Interview, skill development workshops were organized before the Placement Week. Industry experts from various companies were invited to conduct the mock Group Discussions and Personal Interviews.

### Student Achievements

1. Rahul Prasad and Sumit Shah (PGP, 2002-04) won the third prize in Debate Competition at "Acumen, 2003". Sandeep Manhas and Amit Jain (PGP, 2002-04) also won the third prize in Quiz Competition. The event was organized by Business Today & Standard Chartered in association with TATA Consultancy Services.
2. Sumit Bengali and Komal Gupta (PGP, 2003-05), reached the semi-finals in "India Brandguru Quiz" organized by Indore Management Association (IMA).
3. Rahul Prasad (PGP, 2002-04) was nominated as "Young Business Leader" by Dr. A. K. Singh, Director for the competition organized at TAPMI as a part as a part of its Cultfest "Atharva" on 5-7 December, 2003
4. Jinal Shah (PGP, 2003-05) won the first prize in Solo Dance as well as Drama Competetion in Richter-10, The Cultural Festival of the Institute.
5. Kush Kumar and Sangeeta Singh (PGP, 2003-05) reached the finals in Escotel Business Challenge, organized in "Manfest", cultural event at IIM-Lucknow.
6. In Perspective-2004, an Academic Conference organized at the Institute, Sriram Krishnan (PGP, 2002-04), won the first prize in Business Plan Competition, Gaurav Ahuja and Aditi Mehra (PGP, 2002-04) won the second prize in Case Presentation Competition and Kush Kumar and Maitri Bhatt (PGP, 2003-05) won the third prize in Paper Presentation Competition.
7. Mitul Budhbhatti and Shalabh Saxena (PGP, 2003-05) reached the finals of "Operations Mahaguru" at "Manfest", cultural event at IIM-Lucknow.





### Seventh Annual Convocation

will be held on April 3, 2004.

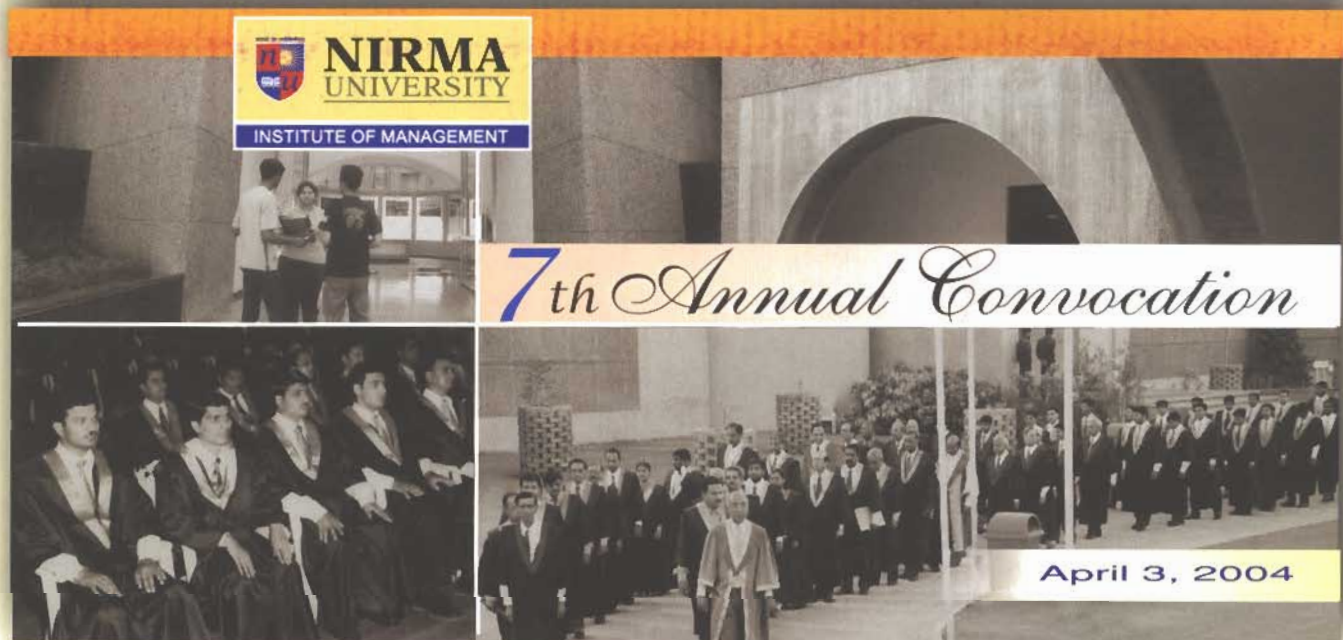
#### Dr. J. J. Irani

Director, Tata Sons Ltd.

has consented to address the convocation.

#### Dr. Karsanbhai K. Patel

President, Nirma University of Science and Technology  
will confer the Diplomas.



The editors are thankful to students - Mr. S. K. Srinath, Mr. Probal Sen, Mr. Ankit Sharma and Mr. Amit Mishra for their contributions in this issue.





**NIRMA**  
UNIVERSITY

**INSTITUTE OF MANAGEMENT**

Announces admissions to

**MASTER OF BUSINESS ADMINISTRATION**  
In  
**FAMILY BUSINESS AND ENTREPRENEURSHIP**

Nirma University of Science and Technology is a statutory university under the State Act. The Institute of Management (formerly known as Nirma Institute of Management), established in 1996, is a constituent of Nirma University. The Institute has been ranked among the top 10 B-Schools established post 1990. The Institute has been offering Post-Graduate Management Programmes (MBA) from its inception and Doctoral Programme in Management since 1999. The MBA in Family Business and Entrepreneurship is a two-year, full-time, residential programme designed to meet the requirements of young men and women hailing from family businesses.

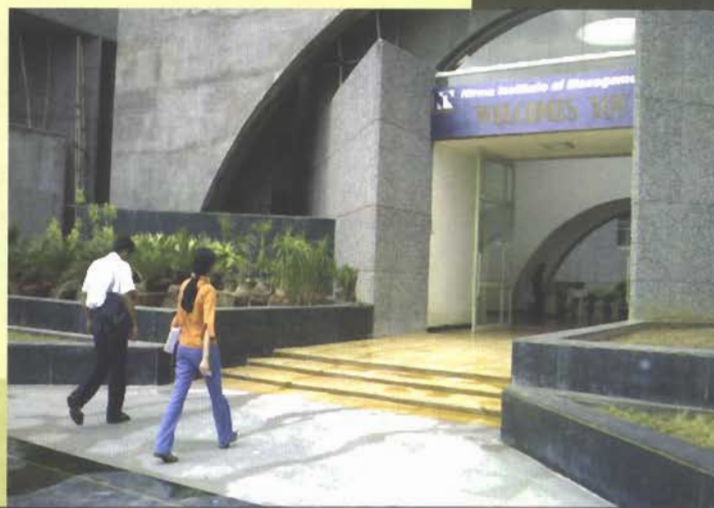
**ELIGIBILITY:** A three-year Bachelor's degree in any discipline or its equivalent recognised by the Association of Indian University / AICTE as eligible for Post-Graduate studies with a minimum of 50% marks. Candidates appearing for the final examination of a Bachelor's degree can also apply. In addition, the applicants should also belong to a business family.

**ADMISSION PROCEDURE:** The procedure includes a written test that will be conducted by the Institute in various cities on May 1, 2004. The short-listed candidates will be invited for personal interview at Ahmedabad.

**PROSPECTUS AND APPLICATION FORM** (also see [www.nim.ac.in](http://www.nim.ac.in)) : Requests for application form should be accompanied with a demand draft of Rs. 1,000/- favouring "Institute of Management" payable at Ahmedabad, addressed to;

**The Deputy Registrar,  
Institute of Management  
Nirma University of Science and Technology  
Sarkhej-Gandhinagar, Highway,  
Ahmedabad - 382 481  
Ph.: 02717 241900-04  
E-mail: [mba-fb@nim.ac.in](mailto:mba-fb@nim.ac.in)**

The completed application forms should reach the office by April, 2, 2004.







**NIRMA**  
UNIVERSITY

INSTITUTE OF MANAGEMENT

## Executive Education Programme 2004-05

In today's competitive environment, executives face very complex challenges with deregulation, globalisation, technological shifts, greater consumer selectivity, and increased shareholder activism. In the face of all these pressures, managers need to deliver continued growth in earnings, and substantial returns on shareholder equity. More than ever, there is a need to think creatively about the future, harnessing competitive capabilities to create competitive advantage.

The Institute of Management's Executive Education focus on:

- Providing state-of-the-art knowledge about best practices.
- Collaborative learning where participants learn from one another.
- Global management theories and models with local focus.
- Helping the participants translate their learning into action.



### Upcoming Executive Education Programmes, 2004-05

No.	Programme Title	Programme Leader	Date
1	Performance Management Systems	Prof. H. Trivedi	Aug. 19-21, 2004
2	Integrated Corporate Communications	Prof. S. Bahl	Aug. 26-28, 2004
3	Leadership for High Performance	Dr. A. K. Singh	Sept. 9-11, 2004
4	Supply Chain Management	Prof. P. Gupta	Sept. 14-16, 2004
5	Value Creation through Financial Decision Making	Dr. D. J. Danak	Sept. 23-25, 2004
6	Marketing for Non-Marketing Executives	Dr. S. Sahu	Oct. 7-9, 2004
7	Skills and Strategies to become a Successful Exporter	Prof. P. K. Chugan	Oct. 14-16, 2004
8	Finance for Non-Finance Executives	Dr. C. Sahu	Nov. 3-5, 2004
9	HR Skills for Line Managers	Dr. S. Pethe	Nov. 23-25, 2004
10	Successfully Communicating the Customer	Dr. D. D. Gupta	Dec. 16-18, 2004
11	Organisation Integration through Effective Teams	Prof. N. Muncherji	Jan. 27-29, 2005
12	B2B Marketing: Issues and Challenges	Dr. P. K. Yadav	Feb. 3-5, 2005

**Note:**

1. Programme Fee: (a) Residential- Rs. 9000/- and (b) Non-residential- Rs. 7000/-
2. Programme Venue: Institute of Management, Nirma University, Ahmedabad.



**NIRMA**  
UNIVERSITY

INSTITUTE OF MANAGEMENT

**Chairman [Executive Education]**

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The Institute is extremely thankful to the companies that participated in the  
**Placement Programme - 2004**

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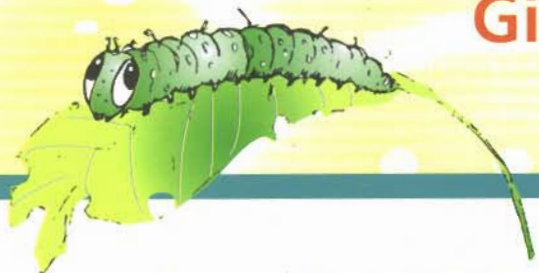
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Our three-phased program is designed to transform you into Global Techno Entrepreneurs.

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For the application forms/brochures, send a DD of Rs. 500 in favor of Nirma Education and Research Foundation, payable at Ahmedabad, at the below mentioned address. Alternately, you can download the form from our website ([www.nirmalabs.org](http://www.nirmalabs.org)). Short listed candidates will undergo a selection procedure that includes a personal interview and reference checking.

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NirmaLabs is a not-for-profit, Section 25 Company set up by Nirma Education and Research Foundation, with a corpus of over Rs. 5 crore. NirmaLabs is housed at the Nirma University campus, which has both Technology and Management institutes. The Department of Science and Technology, Govt. of India, has decided to support NirmaLabs as one of their Technonology Business Incubators.

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