



***GNIMITES***  
***e-Newsletter***  
**February 2013**  
**Happy Lohri**

**Editorial Team**

**Dr. Ajit Singh**

**Prof. Gurjeet Multani**

**Prof. Kuljeet G. Kahlon**



**Sukhmani Sahib Path**



**Lohri**

GNIMS family welcomed the New Year 2013 with a Sukhmani Sabih Path on the Campus Terrace and a celebration took place on account of Lohri on 14<sup>th</sup> January 2013.

**CDC Updates:**

1. 30 students from 1<sup>st</sup> year MMS/ PGDM Students participated in the Live Project at Future Group (Big Bazaar) at different locations in Mumbai. **Three of the students had the opportunity to meet Mr. Kishore Biyani – Managing Director, Executive Promoter Director and Member of Corporate Governance Committee, Pantaloon Retail (India) Ltd.** This was a very big achievement for our students.
2. Nayan Thorat (MMS A) is doing a HR Generalist Live Project with L & T Infotech.
3. Stevenson Philip Rodrigues (MMS B) is doing a Finance Live Project (Bench Marking) at Raymond Ltd.

4. Times Group – Live Project for 1<sup>st</sup> year students.
5. Interview Process on for :
  - Staples Future Office Products
  - UBM Conferences
  - Miles Software
  - HDFC Sales
  - Anand Rathi Group
6. Session on Interview Techniques was conducted for 2<sup>nd</sup> year students, by **Mr. Uttam Sen Gupta – General Manager Operations, Voltas Limited, Mr. Prashant Rai – Head Learning and Development, Voltas Limited and Capt. Pradeep Warriar, Head of Talent Acquisition and Contract Staffing, Voltas Limited.**
7. Application based Learning for PGDM Students :  
Inbound Experiential Learning Programme for 1<sup>st</sup> Year PGDM students, scheduled on Monday, 4<sup>th</sup> February 2013, to be conducted by **Mr. Yateen Gharat (MBTI Certified Trainer, NLP Practitioner), Outdoor Adventure Management.**

**Achievements:** -

Prof. Amarpreet Singh Ghura was successfully completed his degree of **Doctor of Philosophy (Ph.D)** in Management on the Topic 'A study of CRM in the Automobile Industry with Special Reference to Two Wheeler Market'



**On behalf of GNIM\$ Family, Hearty Congratulations to Prof. Amarpreet Ghura!!!**

Dr. Abhay Pethe, HOD of Department of Economics, University of Mumbai, With Mr. Mahesh Shetty - CMD MT Educare at the Launch of book on Management Information System, Authored by Prof Dr Amarpreet Singh Ghura.



- Prof. Channpreet Kaur passed Certificate Course in Pyschometric Testing from HRD Centre , Delhi, January 2013 with A+ Grade that is Distinction
- PGDM Students have been awarded 1st PRIZE in BOX CRICKET during SVAGAM January 2013 in SRBS ( Sheila Raheja School of Business Management And Research )



# Wishing you a Happy Birthday



Ms. Navneet Grewal  
2nd January



Mr. M V Padmanabhan  
15th Jan



Ms. Suchita Shetty  
15th Jan



Mr. Sanjay  
15th Jan



Dr. Jyotinder Kaur Chaddah  
17<sup>th</sup> January



Niketa Vaid  
17<sup>th</sup> January



Neeta D. Malik  
17<sup>th</sup> January

## Report

### **Of National Seminar on Entrepreneurship “Emerging Challenges & Opportunities in the Small & Medium Enterprise Sector in India” on 19<sup>th</sup> January 2013.**

S.G.P.C.'s Guru Nanak Institute of Management Studies (GNIMS) held a National Seminar on “ENTREPRENEURSHIP - Emerging Challenges & Opportunities in the Small & Medium Sector in India” on 19th January, 201. The dignitaries invited for the event were as follows:

#### **Key Note Speaker:**

**Dr. Abhay Pethe**

(Director, Chairman, Department of Economics, University of Mumbai)



**Chief Guest:**

**Dr. R. T. Jane**

(Director GNIRD, G. N. Khalsa College)



**Chairpersons:**

**Dr. C.M. Kutty**

(Ph.D. in Construction Management. Visiting Faculty at VJTI)

**Dr. Pradeep Manjrekar**

(Head – Research & Consultancy, Dept of Business Mgmt, Padmashree Dr. D.Y. Patil University)

**Dr. Y.V. Kamat**

(Professor Emeritus - GNIMS)

The seminar received an overwhelming response with over 70 authors contributing their research papers which were published in an ISBN compendium. There were two parallel tracks conducted for paper presentation of the academic and corporate researchers.

There was an exclusive student's track presentations organized on the same day. The key persons invited for the student track were:

**Mr. Mahesh Shetty**

(Chairman and Managing Director, MT Educare Pvt. Ltd.)

**Ms. Nimita Harish Momaya**

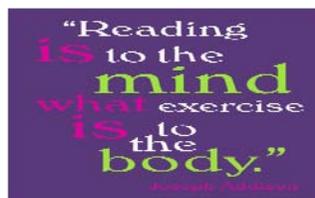
(CEO, Shah H Liladhar Motorwala)

The student track also received an outstanding response and 18 student presentations were conducted which were judged by the respective key persons of the student track.

**Following were the winners of various awards given at the seminar:**

- Best Paper Presentation Award 1st Prize Winner No.1: Dr. Amit Oak
- Best Paper Presentation Award 1st Prize Winner No.2: Prof. Anju Dusseja & Prof. Poonam Paryani
- Best Paper Presentation Award 2nd Prize Winner No.1: Mrs. Richa Bhatt And Dr. Suyash Bhatt
- Best Paper Presentation Award 2nd Prize Winner No.2 Dr. Stephen D'silva & Dr. Bernadette D'silva
- Best Paper Presentation Award Consolation Prize Winner No.1: Ms. Meghna S. Choudhury
- Best Paper Presentation Award Consolation Prize Winner No.2: Mrs. Kanchan Mukund Sananse
- Best Presentation Award Winner Student Track : Mr. Dhruval Gala And Mr. Rishabh Kapoor PGDM - II

**Topic for the Month - Reading in Today's Life**



**No matter how busy you may think you are, you must find time for reading, or surrender yourself to self-chosen ignorance.**

**– Confucius**

Reading is the means by which the world does a large part of its work..... Most of us accumulate knowledge by reading. Reading is an art, which improves with practise. Books can really be the best friends of a human. Gone are those golden times, when libraries used to be flooded with people. The emphasis of library as place or a location of storing information is lost in recent times with advent of technology where you receive information at the click of a mouse.

**Reading – is it a lost art?** According to the National Endowment for Arts (NEA) in USA, less than 50% of adults are reading literature. The decline in reading has been termed as a “national crisis” in USA. This most progressive and developed nation in the world is so concerned about the reading habits of its citizens. NEA further reports that men are reading less than women. The worst hit reading group is those of younger ages, **the loss is 28% among the younger generation.** It is really appreciable that this powerful country in the world has a concern about the reading of their nationals America has just proved the importance of reading to the rest of the world.

**Well read people – Winners !**

People who love reading hold a special kind of magic – they have a large knowledge bank and therefore they are confident while talking, they have rich examples to quote, good vocabulary, such people are welcome everywhere. Reading enhances imagination – endless curiosity that causes the mind to grow in a healthy way. The more one reads, the more effectively one can write.

**What Are We Doing Instead of Reading?**

Not surprisingly, reading is being replaced by television.

Literature readers watch an average of 2.7 hours of television each day.

People who do not watch much television are 48% more likely to be frequent readers (than the 3-hour-per-day-television watchers) and are reading between 12-49 books every year.

### **What Are We Losing By Not Reading?**

Quality of lifestyle is affected by reading habits. The NEA says that non-readers are as likely to be involved in cultural and sports activities, and volunteering. On the contrary, literary reading makes a person:

- three times more likely to go to a performing arts event
- four times more likely to go to an art museum
- two-and-a-half times more likely to volunteer
- One-and-a-half times more likely to attend or be involved in sports.

Simply put, reading literature motivates people to participate in other activities.

### **Reading – A must for Students**

Make reading essential for them: these days students are given assignments that call for lots of information gathering. The curriculum is project based. With advent of Internet, the students by logging on sites get loads of information, which can easily be cut, copied and pasted. The students merely present the same without taking many efforts. Therefore, it is the task of the academicians, parents to inculcate reading habits in students. We all are so busy in our lives that all of us want to do things that are very easy; we all are trying to save time and efforts.

### **Test your reading ability**

How many of the following good reading habits do you have?

You are aware of what you are reading.

Can identify key points in different textbooks, journals, periodicals and magazines.

Have read widely in your professional area for broad knowledge and current thinking.

Question yourself as to what you are reading and its relevance to your existing knowledge. Know when to stop while reading, understand when you are tired, when your mind is not absorbing further information.

### **What Can We Do About The Reading Decline?**

- **Strategies for developing reading skills:**

Adapt reading habit for various purposes: Start reading not just for the sake of exams but also on various occasions. Start reading for various reasons e.g for cooking new dishes, for remedy of a disease, for decorating your room, for gardening, if your dating

somebody for many such various activities filled in your life This will enrich your activities plus develop a habit of reading in you.

- Visit the public library often.  
Start keeping a reading list handy: whenever you are browsing through Internet, books, journal, magazines etc keep a notebook alongside and keep making list of various reading you would like to read.
- Read selectively: start reading the introduction, author's view, content pages, summaries etc regularly. This gives you the key point for reading the text.
- Seek additional sources: read something extra. Read some more titles on the subject. Additional sources will widen your knowledge on the subject.
- Improve you reading speed: start keeping a good pace of your reading. Read at least 10-15 words a minute.
- Do justice to your reading, in sense while you are reading – just do that, don't receive or dial phone calls, don't attend to the door bell, don't keep your book aside till you feel satisfied.
- Getting organized and using time to read a lot are keys to succeed in our personal and professional lives.

### **Post Reading**

Discuss your reading: it is fun to share your knowledge. The more you're spreading your knowledge the more you receive. Make this your regular habit. Discuss your reading with your tutors, mentors, parents, siblings and friends. You will realize that while discussing your reading with others some points become clearer and meaningful.

***We must return to reading!***

Let's all of us grow by reading more and more. Happy reading!!!

By: Prof.Suchita.Shetty( GNIMS)

### **Upcoming events:**

**Annual Sports Day on 6<sup>th</sup> February 2013**

**GNIMS Da Lashkara on 28<sup>th</sup> February 2013**

**Topic for the Month of February 2013 "Stress Management"**

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