



# **GNIMITES**

## **e-Newsletter**

### **March 2015**

#### **Career Development Cell -**

**HIDESIGN's** 1<sup>st</sup> time ever Pool Campus Drive dated 2<sup>nd</sup> March 2015 was held in Mumbai at Guru Nanak Institute of Management Studies (GNIMS) which was an opportunity for 112 students from GNIMS as well as many other B-Schools as ITM - Mumbai, Lala Lajpatrai Institute of Management, SIES College of Management Studies, KJ Somaiya Institute of Management Studies and Research, IES Management College and Research Centre, Rizvi Institute of Management Studies and Research, VES Institute of Management Studies and Research, Singhad Institute of Management and Chetana's Institute of Management and Research.



**CDC training session** was conducted on 10<sup>th</sup> March 2015 and 12<sup>th</sup> March 2015 for the first year students (Batch 2014-1016).



## **News and Announcements**

Prof. Gurjeet Multani has successfully completed the LRQA – QMS Auditor / Lead Auditor Training Course (based on ISO 9001:2008) (Approved IRCA Quality Management System Auditor / Lead Auditor Training Course), from 16- 20 March 2015.

## **Management Development Programmes**

2nd MDP on “Blue Ocean Strategy” was organized on 16-17<sup>th</sup> March 2015 in GNIMS Campus. Blue Ocean Strategy is a book published in 2005 and written by W. Chan Kim and Renée Mauborgne, Professors at INSEAD and Co-Directors of the INSEAD Blue Ocean Strategy Institute. Based on a study of 150 strategic moves spanning more than a hundred years and thirty industries, Kim & Mauborgne argue that companies can succeed not by battling competitors, but rather by creating “Blue Oceans” of uncontested market space.

The in house facilitators Dr. Gautam Trehan and Dr. Jyotinder Kaur Chaddah are trained at IIM kozikode on the subject. They asserted that strategic moves based on Blue Ocean create a leap in value for the company, its buyers, and its employees, while unlocking new demand and making the competition irrelevant. They stressed on the need to relate a strategy canvas to focus on the big picture and while formulating an organization’s blue ocean strategy.

Mr Deepak Chhibba Senior Advisor, Mahindra Institute of Quality from M&M Ltd and Mr Vikas Bajoria of IBM were external resource persons. The program received a positive response from all participants.



## **International Conference**

GNIMS kick started its research initiatives of the year by organizing the International Research Conference 2015 on the theme “Innovation Based Sustainability Practices of Organizations” on Friday 20<sup>th</sup> March 2015. Sustainability is about the future. It isn’t the burden on bottom lines that many executives believe it to be. That’s why sustainability should be a touchstone for all innovations.

The conference aimed to draw attention to the innovation based practices prevalent that make organizations achieve competitive advantage. That means rethinking business models as well as products, technologies, and processes. Academicians from various disciplines and industry experts are welcome to present their research work highlighting these innovative practices. All accepted papers were published in Research journal of GNIMS with ISBN number.



### Book Launch:

Dr. Amarpreet Singh Ghura's 3<sup>rd</sup> Book "Entrepreneurship Management: A theory and Practice to manage and retain Enterprises", was launched on 20<sup>th</sup> March 2015 by Dr. Deepali Pant Joshi – Executive Director, Reserve Bank of India, at the International Conference on Innovation based Sustainable Practices of Organizations, held at Guru Nanak Institute of Management Studies. Dr. Bigyan P. Verma, Director of Guru Nanak Institute of Management Studies and Dr. Jyotinder Kaur, Faculty Incharge- Marketing were also present during the book launch.

The book includes forward from All India Motor Transport Congress Mr. Malkit Singh Bal, Department of Management D. Y. Patil University, Navi Mumbai, Dr. S. K. Pandey, Assistant Professor, IIM Rohtak and Mr. Hasan Miyyalal Mushrif, MLA, Maharashtra Assembly. The book launch has been covered by Mid-Day and Lokmat Newspapers.



## लोकमत

मुंबई: एक उद्योग अनेकांना रोजगाराची संधी निर्माण करतो. यासाठी त्याची कौशल्ये, कसब विद्यार्थ्यांना महाविद्यालयीन जीवनातच समाजावे, यासाठी किंग सर्कल येथील गुरुनानक महाविद्यालयाच्या व्यवस्थापन विभागाच्या प्राध्यापिका डॉ. अमरप्रित घुरा यांनी पुस्तक लिहिले आहे. 'एन्टरप्राय्न्सशिप मॅनेजमेंट' या पुस्तकाचे प्रकाशन २५ मार्च रोजी महाविद्यालयात करण्यात आले.  
मुंबई, शुक्रवार, दि. २७ मार्च २०१५

## 13 mid-day our city

tuesday, march 24, 2015, mumbai. web www.mid-day.com. twitter @midday

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the project, 30 students (in each  
centres) of economically  
disadvantaged families are  
provided 11 months of free  
residential coaching for entrance  
examinations. The MoU was  
signed for existing centres in  
Assam and Rajasthan, and for a  
centre in Arunachal Pradesh.

Car rental company turns to  
automobile sales in Mumbai  
The group that launched  
Dattakrupa Travels, a 38-year-old  
premium car rental company, is

Entrepreneurship book launched  
in an event at Guru Nanak  
Institute of Management Studies,  
Dr. Amarpreet Singh Ghura's third  
book 'Entrepreneurship  
management, a theory and  
practice to manage and retain  
enterprises' was launched. The  
book covers contemporary topics  
such as Equity Stock Options  
(ESOPs), Kisses as a quick start  
route to become entrepreneur and  
live exercises to enhance  
innovation in business.

## Guest Lecture for HR Students:

A Guest Lecture was arranged on the topic of, "HR Planning – A Comparative Analysis of Public Sector and Private Sector" for the MMS HR Semester – II and MHRDM Semester – IV Students on Sunday, 22<sup>nd</sup> March 2015. Ms. Ridhima Parab (Founder – Steer HRD Solutions) and Mr. Chitendra Shetty (Chief Instructor – Basic Training Centre, Carriage Workshop, Central Railway, Matunga and Alumnus of GNIMS MHRDM (2010-2013 Batch) were the Guest Speakers.

The Speakers covered the following topics:

1. Practical Aspects of HR Planning with respect to the Corporate sector and SME's by Ms. Ridhima Parab.
  2. Application of HR Planning with respect to the Indian Railways by Mr. Chitendra Shetty
- Both the sessions were interactive where in the students were encouraged to ask lot of questions. Most of the students in the feedback wrote that more such sessions should be organized.



## Call for Papers for JUNE 2015:



### Call for papers for publication in

#### "Samsaran"

Research Journal  
(ISSN 2278-7801)  
Vol. 5, Issue No. 1, June 2015

Warm greetings from Guru Nanak Institute of Management Studies (GNIMS), Mumbai. It gives us immense pleasure to call for papers for our bi-annual management journal SANSARAN. Our journal publishes articles in the field of interest for people who research, teach and apply various aspects of management in real life. It is circulated in a large number of school libraries all over the world. It may be noted that unlike many other research journals, SANSARAN encourages researchers to contribute papers for publication with ISSN Number.

The Journal brings together researchers and practitioners, both within and outside India, in the areas of niche disciplines of management including Supply Chain Management, Human Resource Management, Organizational Behaviour, Entrepreneurship, Marketing, Finance and others. The journal further tends to develop, promote, coordinate and disseminate original developments and practices within the respective field area. Samsaran is a peer reviewed journal having ISSN number 2278-7801.

We invite high quality original research papers, empirical studies, technical reports, case studies for our management journal on the above theme and related areas. Book reviews are also welcome. The earlier issues are available on our institute website or you can access the link <http://www.gnims.com>

**Date to remember**  
Last date for submission of paper: 25<sup>th</sup> May 2015  
Date of intimation of acceptance of paper: 29<sup>th</sup> May 2015  
Publication Charges: Rs.500/- Per Paper  
Only selected papers will be published in our Journal.



### International Journal of Library Science

Warm greetings from Guru Nanak Institute of Management Studies. It gives us immense pleasure to announce call for papers for our International Journal of Library Science. We invite high quality original research papers, empirical studies, technical reports, case studies for our library journal. Our journal publishes articles in the field of interest to people who research, teach and apply various aspects of library.

The earlier issues are available on our institute website or you can access the link <http://www.gnims.com>

**Manuscript Submission Instructions:**  
Manuscript: 1000-1200  
Research Article: 500  
Chapter/D.D. should be drawn in favour of "GNIMS" payable at Mumbai.

**Manuscript Submission:**  
Last date for submission of paper: 25<sup>th</sup> May 2015  
Date of intimation of acceptance of paper: 30<sup>th</sup> May 2015

Only selected papers will be published in our journal.

We have tied up with Apex Subscription Pvt. Ltd. to distribute our journal to various other educational institutions across the world. This will benefit the authors as well as the libraries.

**ABOUT GNIMS:**  
Guru Nanak Institute of Management Studies has marked an indelible effect in the field of Management Education. Established by SGPC in the year 2001, the Institute has become one of the leading Business Schools in Mumbai. The Courses offered by us are Full Time MBA, PGDM and PGDM in Media Management, Part-Time Course offer are MAM, MFM, MHRDM, PGDM and EMBA, which aim at providing growth opportunities to our budding Managers by inculcating quality in their persons and sharpening their soft skills. The overall program trains the students into becoming decision makers with social conviction and broad strategic vision. GNIMS is a recognized Management Institute approved by AICTE, DTE, and Govt. of Maharashtra.



**Wishing you a Very Happy Birthday**



**Prof Kuljeet G. Kahlon**  
5<sup>th</sup> March



**Mr. Nilesh Mistry**  
5<sup>th</sup> March



**S. Tarandeep Singh**  
8<sup>th</sup> March