

PRAMEYA



From the Dean's Desk....



Dear Welingkarites,

It gives me immense pleasure to release this in-house student magazine of our campus, "Prameya". The team of Prameya truly deserves all kudos for their untiring effort in bringing together the activities and life at Welingkar, Bangalore.

Success is a journey, not a destination. And as we reach the mid-phase of this fabulous journey of the academic year, I would like to congratulate all the students who have secured their placements. At the same time, to the ones awaiting their opportune time, I would like to convey,

"Stay open to the choices coming your way;

You never know which one will take you along the highway to your dreams"

The new batches that are not relatively new anymore; I see that you have adapted well to this novel environment and sense that you are enjoying every bit of it. My message to you would be to absorb and learn from the rich experiences of your seniors and make the best use of the available time to hone your management skills to perfection. Also, I am very confident that with the expertise and mentoring of the esteemed faculty and the alumni; the possibilities that lay ahead for you is limitless. Explore and make the most of it!

Good luck and God speed!

Best wishes,

Dr. Anil Rao Paila

Dean – Welingkar, Bangalore Campus

WE Connect



Angie Namenuk

During our trip to India we had the opportunity to visit many businesses and business leaders in Bangalore. These included Citrix, Biocon, Infosys and Tata to name a few. Surely these are some of the most successful business in the world and I gained many insights from these visits. However, when I look back on my time in India it is the visit to Welingkar that I will remember most fondly. My time at Welingkar with the students and faculty created a deep appreciation and respect for India, the people, culture and enormous potential of India. I was truly amazed by hospitality of all the faculty and students. You generously opened your doors and welcomed us into your school even though we were complete strangers. I enjoyed learning that we share some of the same text books and have studied some of the HBR cases. Indeed we found we have many, many things in common. I was truly impressed by the thoughtfulness of all the students and the enthusiasm with which you shared your campus, your studies, danced with us, sang for us, played with us and shared a meal with us. As my boss, who is from India tells me "I have now truly experienced Indian hospitality. There is nothing in the world like it." Now that I am back at home, I realize that I have a deeper connection, understanding and appreciation of my colleagues from India and where they have come from (Indeed Genentech has many employees from India). As I reflect on what this experience has meant to me, my hope that we can somehow change the tone of the global conversation from competition to collaboration. That is, not to focus on competitions between countries (emerging, developed or otherwise), but instead, how can we build more of a spirit of collaboration around the globe to provide opportunities to citizens around the world. I know that I take this spirit with me and will weave it into conversations at work, with friends and with family. Thank you again Welingkar, for such an amazing experience. You have truly inspired me. I am grateful for the memories.

... as told to Shruti Indurkar (eBiz 2011-13)

To everybody who belongs to Welingkar Institute of Management,

It gives me immense relief to speak to you from this position because this edition has made Team Prameya feel like K Asif of Mughal-e-Azam fame (and FYI, that blockbuster took a decade to finish).

After ten weeks of sulking and complaining, we finally pulled it off. Since there is a big gap between the editions, you will be satisfyingly happy to recall the memories of the months gone by. Often it is these memories that linger years after the event happens. For me, the compilation of this edition has been one of those events. In that regard, we are all immortal because we linger on in the thoughts of our loved ones after we have gone on. There are, of course, luminaries who influence the thinking of the collective conscious immensely and attain immortality, and I am sad to say that quite a few of them have left us just at the brink of another probable slowdown- a very bad manifestation of Murphy's Law! Hopefully, this too shall pass

You will obviously not see castle-in-the-air stories in this edition. But what you will see are lucid articles with an emphasis on the campus activities. There is a measure of non-academic stuff too, particularly a movie review that caught our fancy. We've tried our best, hope you like the rest.

Cheers,

Aniket Ghatnekar
Editing Team
PGDM 2011-2013

“FLAVOURS OF THE AUTUMN:”

BITTER FLAVOURS (TO BE TAKEN WITH A CHILL PILL):



After “The Great Depression” of the 1930’s and the 2008 meltdown of the US economy, the new decade is tensely anticipating the strike of another major economic crisis, popularly

known as the “Eurozone Crisis”. Following the entire imbroglio created in the Eurozone in trying to cover up the world’s fourth highest debt, European leaders have agreed to increase the Eurozone’s main bailout fund to one trillion Euros with the International Monetary Fund (IMF) agreeing to shell out 100 billion Euros for debt-ridden Greece. However, all these measures could not save the Dow Jones industrial average and Asian Stock markets from crashing down sharply and a widespread panic of the “spillover effect” and a subsequent recession has already engulfed the emerging economies including our own country.

India had a taste of the economic turmoil in its own way with the petrol price hike adding to the double digit food inflation figures. As always, the poor common man, forced to compromise on lifestyle, vented his grievances

by burning effigies and cursing the ‘incapable’ ministers.

However, if at all anyone is to be cursed, the past unfortunate months should never be spared as they made us witness irreparable losses of stalwarts who’ve inspired us through decades. Six weeks after resigning as the CEO, Apple Inc. co-founder and a pioneer of personal computer revolution, Steve Jobs died of respiratory arrest. The bereaved Apple staff observed a ‘memorial service’ to pay their homage to the creative genius. The month of October saw grotesque videos of the ‘unwept



and unsung’ death of the one time official ruler and Prime Minister of Libya, Muammar Gaddafi being aired all across the world.

A void was created in the Indian cinema and theatre with the demise of veteran actor Shammi Kapoor, while ‘Ghazal King’ Padma Bhushan Jagjit Singh and Padma Shri Bhupen Hazarika, renowned musician, singer, poet and film-maker from Assam passed away leaving behind treasures of songs forever.



Quote of the season:

“Do you know right from wrong”

- the final words of the slain Libyan dictator Colonel Muammar Gaddafi

SWEET FLAVOURS (BOUND TO LEAVE AN AFTER TASTE):

All grey clouds have a silver lining. The food inflation figure has gradually reduced to a single digit in the second week of November, reducing the fine lines of frown on the 'aam aadmi's' forehead. There's also the ailing civil aviation sector that may finally receive the much needed lease of life in form of 24% FDI allowance while the Cabinet Union have finally decided to be benevolent to the booming retail sector,



granting upto 51% and 100% FDI limits in multiple and single brand retailing respectively. It is hoped that this will not only

boost back end infrastructure and help cut down wastage of farm produce but also offer more choices to consumers and open up new employment opportunities.

Moreover, it's time for all Engineers and B-School Grads to rejoice as India's IT and ITES sector is on a hiring spree while Google alone has vowed to 600 recruitments in 2011, the gesture being a virtual mockery of the fears the recession looming large. After all, in a liberalizing economy when one has one's pockets filled with a handsome package from a new job, who cares about the recession? It is then the young executive feels like buying a faster and powerful iPhone 4S or an ultra light Mac Book Air laptop, with his first few months of salary, not forgetting to thank Apple Inc. for these new releases. Well, on an optimistic note the next target can be a recently launched Skoda sedan "Rapid" or may be a coming up CNG model of Maruti to be a bit modest.

There's good news for frequent mobile phone losers. Thanks to TRAI that is expected to finalize recommendations on blocking lost and stolen mobiles by the end of this year in a bid to

curb the rampant theft of handsets, besides misuse of information stored in such handsets. In the world of InfoTech, Google has launched custom tailored search feature, taking on Microsoft Bing while Microsoft's Cloud-based service, Office 365 has also made its entry.

As for the Bollywood lovers, there was a grand release of SRK's "Ra-One" across the all possible media platforms and Ranbir-starrer "Rockstar" rocked the multiplexes with a simple plot, enjoyable song and dance sequences, and outdoors of Himachal. Spielberg movie "The adventures of Tintin: the secret of the Unicorn" grossed ₹12 crore within two weeks following its November 11, 2011 release in India, making it Steven Spielberg's highest ever opening in India. So with such movies



running across theatres, mass bunks from lectures would not be a surprise.

- compiled by Deep Mandal (BD 2011-13)

Ganapati bappa moraya!

We School students celebrated Ganesha Chaturthi spiritedly on 1st and 2nd Sept, 2011. Preparations had already started few days prior to the Chaturthi and all decorations bringing of idols were done on the previous day by the enthusiastic students. The ceremony began with the invoking of life into the idol (Pranpratistha) with sacred chants amid the fragrant aroma of flowers and incense. It culminated in a melodious aarti sung by all present. Prasad was distributed and some students stayed back to recite hymns and chants. The evening saw Prof Dr. Anil Rao gracing the occasion as he performed the aarti. A few other faculty members also came to seek the idol's blessings over the next day. The enthusiasm, devotion and happiness of the students hit its crescendo in the final aarti after which the idol was taken to Singasandra Lake for immersion amid loud shouts of 'Ganapati bappa moraya!'

- Kaushik Maitra (eBiz 2011-13)



WE school celebrates

Teachers' Day

Students of the 2011-2013 batches organised a special event for their teachers on 5th September, 2011 after college hours. Held at the amphitheatre, the event began with a melodious rendition of the Guru Vandana by Namratha Rajashekar, PGDM. Thereafter, Prof Dr. Anil Rao

narrated to everyone his own experiences as a student. The felicitation of all the staff members followed. The dumb-charades arranged by the students proved to be very enjoyable for both the participating teachers and the audience. Due to the sudden showers, everyone shifted to the classrooms. Here the students sang songs and danced to the latest hit songs with some of the teachers enthusiastically accompanying them. A cake was cut to mark the occasion and the students returned to their hostel thereafter with a sweet after-taste and sweeter memories.

- Deep Mandal (BD 2011-13)





Jogabonito

Welingkar's first intra-college football tournament "JOGABONITO" kicked off on SEPT 4 with oodles of expectations. It was an enthralling experience for the spectators as they witnessed their own buddies (the dedicated MBA junta) playing on the likes of stars like Ronaldo, Sneijder or Messi. The finance wiz Deepak Bhatt with his magnificent control over the ball grabbed the Golden Boot with 15 goals and became popular (especially among girls) as Welingkar's Messi. He and his sumptuous team of players led 'Aryans' to an awe inspiring win in the finals. 'Falcons' captain Piyush Agarwal's explosive goals left the audience spell bound right through the league matches to the finals, however his injury during the last minutes of the game came as a setback for the runner up team. The juniors with their impressive squad of players like Priyank, Vivek, Akshay, Rohit, Aayush, Dhairyya, Danish and others gave a tough fight to the seniors. In fact, 'Stoners', the junior BD squad had Beckham and Maradona on their sides in the form of our Dean Prof. Anil Rao and Prof. Saumya. Welingkar girls also had their share of fun in the friendly senior vs. junior match, where the 'Powerpuff Girls' overpowered the 'Shotty hotties', with BD junior batch General Secretary Priyamvada, emerging as the highest goal-scorer among girls with her hat trick.

All in all it was an ice breaking event for the seniors, juniors and the faculty and it also enkindled the routine MBA course. The entire We School thanks Prof. Rao, Prof. Savitha, Prof. Anita Pillai, Saikrishna Raman, Lakshman Srikanth, Sagar Salgaonkar, Faisal Naik and Kiran Sundaram for their extreme support, with the hope that 'Joga' (the game) will continue in future with the same spirit.



VISIT

Pepperdine

A team of executive management professionals from Pepperdine University visited WE SCHOOL, Bangalore campus on 20th September, 2011. The team were given a grand Indian welcome to the campus. After an introductory session between the student volunteers and the delegates, the guests were taken on a campus tour. It was an interesting hour of mutual exchange of ideas which was followed by a session with our Dean, Prof. Dr. Anil Rao and the other senior faculty members. After a great interactive session on WE SCHOOL, the delegates, being from diverse backgrounds, shared their experiences and a stimulating round of Q & A's followed and a range of entertainment programs stood lined up. They were given a glimpse of the various Indian traditions through songs and dances including the Maharashtrian legime dance, Rajasthani folk dance, Punjabi etc.



The delegates happily volunteered for a quick game of Dahi-Handi specially arranged for them which was followed by a round of Dandiya and Garba where all the students took the floor with an amazing vigour and enthusiasm. They were more than happy to teach it to the delegates. The highlight, however, was the inauguration of the Prameya magazine. All in all, it was an enriching experience for both the students as well as the delegates which ended on a high note.

- **Shruti Indurkar (eBiz 2011-13)**

NHRD Carnival- WE school Raise



The curtain

As a run-up to the annual NHRD conference to be held in November, a curtain raiser carnival was held at NIMHANS auditorium on 25th September 2011. The evening began by a welcome address by the NHRD Bangalore chapter, President Mr. C. Mahalingam, which was followed by a mesmerizing Bharata natyam performance. The divine Radha-Krishna romance was presented beautifully by Indus Business Academy. Christ University gave an intriguing performance where three faculty members joined three students to shake a leg. After a few more performances, WE school Bangalore; took over the stage and gave a splendid dance performance depicting the journey of Bollywood over the decades. From the stately gravitas of Dilip Kumar in the 1950s to the energetic jigs of the post-2000s Aamir Khan, the Bollywood experience was tautly encapsulated. The enthusiastic performers drew thunderous applause from all and sundry. The event was attended by a number of dignitaries from the Human Resource fraternity and was an excellent opportunity for students to meet the corporate professionals in a relaxed environment. WE school Bangalore was applauded for its support in the Bangalore chapter during the prize giving ceremony. The evening concluded with a sumptuous dinner.

- Maneesh Bhatia
(PGDM 2011-2013)



Rendezvous with Prof. Soumya Chakraborty

Completing his MBA, he worked in the corporate arena primarily in the area of Recruitments & Media before getting back to his first love of academics. Adept in undertaking a wide range of activities, he handles areas like Placements, Corporate Relations and Management Development Programs in addition to the courses he teaches. He works closely with the National Entrepreneurship Network (NEN) to promote entrepreneurship in the campus and co-heads Prarambh; the entrepreneurship cell at We School, that's Prof. Soumya Chakraborty!

Good afternoon Sir, you were into media and recruitment. It has been 7 years since you have switched over to academics. We would like you to share your experience with us & how enriching it has been for you.

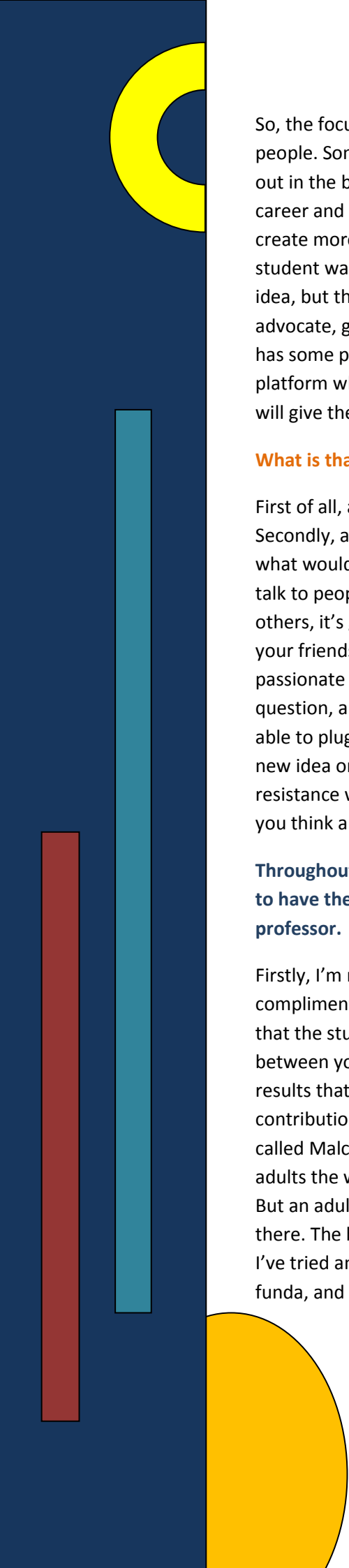
It has been a great experience because academics is something that I have always loved. Even before I started my career, I knew that I would probably get into academics sometime. It has been a fantastic experience since; the biggest satisfaction is that at the end of the day you are directly impacting somebody's life. You're talking to people, you're helping them change their lives for the better and being able to exchange knowledge. In terms of specific events, I have always had a very short temper, and academics has taught me that you can't have temper. The whole profile and mindset of students, especially MBA students, has changed over the years from the time when we were students. We used to have faculty who could get really upset or angry with us and we would accept it. But that's not how it works anymore. It's a lot more like a peer or colleague relationship than the guru-shishya relationship that we traditionally know of. So, that is one of the biggest learnings and I have tried and imbibed that to the maximum extent.

Sir, there is a wide range of activities that you carry out in We School. What is the secret behind your multitasking?

It's very simple. It's not multitasking; it's just different branches of the same thing. It appears to be multitasking, but I'm also somebody who likes to stick to things. So, if you look at the MDP sessions, placements (though my role is minimal), classes and whatever little bit I do, they are all inter-related, because in MDP, I'm arranging programs, talking to clients, but I'm also taking classes. The feedback or the inputs that I get from the various HR people that I meet is what goes into my classroom sessions. It's not a separate set of activities and each supports the other. I'd say it's complimentary and beneficial for me because when I'm walking into a management session, what's happening in the current market is what the students are looking for. Because of the interactions and the HR people I meet, I'm able to come back and give something back to my class. At the same time, the constant touch with academics that I keep in terms of my classes is what helps me to go back and redesign programs that meet my client expectations. Plus, I have got a great team; Rupa, Archana and of course, AKN sir.

Sir, we would like to know more about "Prarambh", the initiative for students with an entrepreneurial bend wherein you identify the potentials and nurture them. Could you please throw some light into this?

Initially Prarambh was looking at spreading the entrepreneurship bug among students. But, over a period of time, we realized that, given our time constraints and work schedules, it becomes a bit difficult to follow that on a regular basis. You usually can't inject an entrepreneurial streak into somebody.



So, the focus has changed from being an awareness spreading initiative to supporting interested people. Some of our students have already started off on something. So, we are helping them out in the best way we can. The logic behind it is very simple, you can get placed, get a good career and move on. But, if you've got to keep this billion plus economy running, you've got to create more jobs and the only people who can create more jobs are entrepreneurs. If any student walks up to me and says that he has an idea, we first try and do an evaluation of the idea, but the evolution from idea to execution is very difficult. So, we kind of try and play devil's advocate, get the person to start rethinking, and bring it to a stage where we feel that the idea has some potential in it. We also ask interested students to register for First Dot, which is a platform where student enterprises are showcased and the top few of them get funded. That will give them opportunities to showcase and meet some of the big people in the industry.

What is that ONE key advice you would like to give to budding entrepreneurs?

First of all, ask yourselves if you really want to do this. A lot of times it's just the hype factor. Secondly, ask yourselves if you can live with the idea for the next 35 to 40 years, because this is what would sustain you majorly. Then, you need to go back, think, rethink, run through the idea, talk to people. One of the things a lot of entrepreneurs are scared of is, if they tell their ideas to others, it's going to get stolen, which is not untrue. Essentially, the communities around you, your friends, faculty, they are there to help you. Talk to people, because when you get really passionate about an idea, everything seems really good about it. But it's only when you question, and people cross question you, do you begin to identify loopholes and unless you're able to plug those loopholes, it's really difficult to create a sustainable slab. The fact that any new idea or thought will meet a challenge is the best part, because only when you meet that resistance will you begin to say "Oh! I didn't think about this." That challenge will actually help you think and get the thing solidified.

Throughout the We School, Bangalore campus, there is a general observation that you seem to have the best rapport with students. Most of them treat you as a friend rather than a professor.

Firstly, I'm really happy that this is coming in from the student community. I'll take that as a compliment, but it goes back to the philosophy where I said that you've got to accept the fact that the student community is changing. I keep telling my students, what's the difference between you and me? If I type organizational behaviour on Google, I'll get exactly the same results that you'll get. So, the difference is how you read and how you interpret and that's my contribution or my role. There's an excellent book called 'Adult Learning' by this gentleman called Malcolm. P. Knowles. What he basically talks about in that book is that you can't teach adults the way you teach children, there is a fundamental difference. A child is forced to learn. But an adult leaves his job to do an MBA with a very specific intent, so you know why you are there. The book gives you fantastic insights into how to deal with your student population and I've tried and imbibed a lot of those rules in my teaching techniques. That's essentially my funda, and if that has helped create a good rapport with students, I'm really happy about that.

- **Interviewed by Justin Mathew**
compiled and edited by Sneha Sreedharan & Deep Mandal

Going green in We school

Students of WE school spent a thought-provoking day coming up with innovative, environment-friendly plans to provide alternate sources of energy on 24th September, 2011. The program began with the traditional lamp-lighting and garlanding by Prof. Dr. Anil Rao. The panel comprised illustrious environmentalists, namely Antonio Rosario (Waste Wise Trust), Kapil Sharma (Say Trees) and Prabhakar Rao (Go green go cycling). Each of them spoke in turn about the importance of harnessing environmentally-friendly alternatives to conventional sources of energy. A video illustrating the benefits of cycling was also shown. The students were given about 45 minutes to come up with practicable plans and it was declared that the winning team would implement its plan in the campus. Three groups won cash prizes for the three best ideas respectively. The third prize was won by Ashwini Dhage (PGDM E-biz 2011-13), Anant Singh Sikarwar (PGDM E-biz 2011-13) and Akshay Jalihal (PGDM E-biz 2011-13). The second prize was won by Maneesh Bhatia (PGDM 2011-13), Aakriti Gupta (PGDM 2011-13) and Priyanka Malu (PGDM E-biz 2011-13). And the winners of the event were Prateek Gupta, Neetu Sinha and Udit Maheshwari (PGDM E-biz 2011-13).

**- Namratha Rajashekar
(PGDM 2011-2013)**





WE SCHOOL LET'S ITS HAIR DOWN ON GARBA NIGHT

The amphitheatre of WE school Bangalore bore witness to a memorable evening on 4th October, 2011 as all the students unabashedly enjoyed themselves playing Garba. The programme had been competently organized by the second year students from the HR vertical. It began with a formal prayer and graduated to vigorous dancing as the hours progressed. Clad in their finery, students shook a leg to all the classic Gujarati garba hits and other popular Punjabi numbers. Their energy was palpable as they demanded song after song. Prizes were given out for the best dressed boys and girls and also for the best dancers. A first year student Mr. Mihir Davda eloquently summed up his experience in crisp Gujarati to general applause. The famished students then tucked in to an assortment of snacks and sweets before returning to their hostel, tired but thrilled.

- Nithya Nair
PGDM E-biz (2011-
2013)





LESSONS FROM THE



DABBAWALAS

It was the 19th of October this year when we got the opportunity to interact with Dr. Pawan Agarwal, the CEO of the Mumbai Dabbawalas Association, as a part of the CII chapter in Bangalore. Having heard a great deal about the indomitable spirit of the dabbawalas and their management excellence, everyone awaited Mr. Agarwal's talk with a great zeal. Mr. Agarwal started with a brief history and background of the dabbawala community. The dabbawalas are operated by the Nutan Mumbai Tiffin Box Suppliers Association with 5000 dabbawalas delivering 2,00,000 tiffins everyday within a span of three hours. It is quite astonishing yet commendable that in spite of having gained merely elementary education, without any technological sophistication and without the usage of any modern means of transportation, the dabbawalas have achieved six sigma for their service (one in 16 million errors, CMMi level 6). As he wittily put it, "They have received six sigma but they do not know what it is!" Adding to their achievements are many others like featuring in the "Guinness Book of World Records", "Ripley's Believe it or not", No strike record, a royal visit by the King of Wales-Prince Charles and a visit by Richard Branson, to name a few. The dabbawalas have a definite time bound daily routine and a fixed and disciplined code of conduct to which each dabbawala has to adhere. The principles ruling their work ethic are trust, honesty, punctuality, integrity and sincerity. As in the corporate world, the dabbawalas believe "The customer is the king" and leave no stone unturned in ensuring complete customer satisfaction. In all it was a very knowledgeable session.

- **Neha Pathak**

eBiz (2011-13)

The 15th National Human Resource Development Network

The month of November was witness to one of the finest and eagerly anticipated **National Human Resource Development Network** meet. It took place from 17th – 19th of the month in Princess Academy, Palace Grounds, Bangalore. Students from various B schools across India attended and got the vital opportunity to interact with HR professionals and the top players of many renowned companies including the likes of Vinita Bali, Sri Sri Ravi Shankar, Kiran Mazumdar Shaw to name a few. The peak of the event was getting to hear from the most influential person in HR i.e. Prof. Dave Ulrich himself where he explained the paradigm shift in the role of HR from partnering the business to leading it. The large number of dignitaries who shared their life experiences and viewpoints was very inspiring, too vast for the article to contain.

It was first of its kind conference where a special emphasis was laid on the students with 'Student Conference' being an integral part. The key topics of discussion in these conferences were self analysis and overcoming challenges. The 'HR Clinic' with focus on small group mentoring held on the second day of the event greatly helped in depth understanding of the scope of HR and the opportunities it brings along. The 'HR showcase' where eminent companies participated, showcasing their best HR practises along with takeaway goodies kept everyone engaged and ensured that there was never a dull moment.

The organising and managerial ability of Welingkarites was put to test with around 35 of them volunteering for the event handling a range of departments from Registration Desk to Food & Beverage and about 40 of them being part of the student delegate's team. A skit on the 2nd day with the theme 'Goodbye Campus, Welcome Corporate' by the Welingkarites added to the charm. Needless to say, the nerve racking National Biz Quiz held wherein We School, both Bangalore and Mumbai made its mark by reaching the final 6 out of the 353 teams that had participated.

To sum it up - a large number of prominent speakers and corporate personalities under one roof, mentorship programs by various HR professionals, insight into the best HR practises adopted and to conclude with a Job Fair on the final day, giving a grasp of the opportunities that lay ahead... all I can say is that *one cannot ask for more!*



- Justin Mathew (PGDM 2011-13)

Human Resource

Operations Round Table

Round Table

FINANCE

MARKETING

FINANCE

OPERATIONS

Operations

HUMAN RESOURCE

MARKETING

round table

Finance

HUMAN
RESOURCE

ROUND TABLE

OPERATIONS

Finance

HUMAN RESOURCE ROUND TABLE



The 2nd HR Round Table was held on the 15th of September 2011, for which the topic of discussion was “**Future of HR - A Retail perspective**”. To take part in this discussion, we had HR managers from some of the top retail brands throughout the country such as Britannia, Shoppers Stop etc coming to our campus and being a part of the elite panel of discussion. The discussion touched upon the various issues which are currently being faced by HR professionals in the retail sector such as the problem of rising attrition rate, difficulty in finding the right kind of people as employees, among others. Apart from the problems, the future roles and responsibilities of an HR Manager working in the retail domain were also touched upon and interesting insights were brought out as to what would be the future competencies and skill sets that would be required of an HR professional working in the retail sector. The discussion was followed by dinner where the students were able to interact with the managers on a one-to-one basis. Overall it was a very fruitful and interesting discussion that took place.

MARKETING ROUND TABLE

The Marketing Round Table, like always, saw a number of industry experts discussing different facets of marketing. The whole focus, this time, was on consumer experience and business tools of its enhancement. Management Professional, Mr. Vinod from Publicist was the conversation-starter. He elucidated the transformation of marketing from 'message' to 'conversation' and the importance of consumer experience with the example of India's first jewellery car. Another delegate, Mr Sanjeev added four strategies of Experiential Marketing on the lines of consumer thought process and response; while Industry Professional Mr. Ranjit Raj from HP opined that brands should always enable customers to relate to them and actually speak for them. It was discussed how Dell, with its mass customization initiatives reduced the sale to transfer procedure while ensuring that configuring a machine looked easy to the target market and could solve their problems easily. In course of the discussion, it came up that for experiential marketing, advertising agencies could be used very effectively because of the virality factor and as such, brand Slogans should focus on experience, examples being Chevrolet Beat or for that matter Volkswagen that added music to the newspaper advertisements to enhance experience. The concepts of positioning, 5 dimensional branding and multisensory approach were also touched upon.

- **Ragini Rastogi (eBiz 2010-12)**



FINANCE ROUNDTABLE

As the global economy continues to falter & the sovereignty of various nations continue to be doubtful, the future of financial sector does not look very bright. Moreover India being a developing country is facing some other problems such as rising inflation, increasing interest rates, lowering growth etc. All in all it's very difficult but important to predict the future to be prepared for future events.

So our topic was "The Future of BFSI Sector in India-Innovation or Regulation". Under this we included various sub-topics such as Future of Structured products, Cloud Computing - a Landmark Technology for BFSI, UID, Role of Credit rating agencies, to name a few. It started with the students' presentation followed by a healthy discussion by the panellists. It was a great learning experience for the students who actually got to know about various different perspectives regarding the topics.

- **Vinod Lalwani (PGDM 2010-12)**



OPERATIONS ROUND TABLE ON PROJECT CONTRACT MANAGEMENT

The Operations Round table on “Project Contract Management” was held on the 22nd of September, 2011 in We School, Bangalore. The event aimed at highlighting all the important issues related to project contract management. The major topics covered by the opening presentation included contract administration, claims administration, disputes / resolution, contract closure. Interestingly, the presentation was in the form of a role play and agenda points for discussion were scope, change control mechanisms, contract disputes (Warranty, Breach, and Misrepresentation), dispute resolution, contract audit etc.

The panel discussion was moderated by Mr. SSV Raghavan, Director, PMI Bangalore Chapter. The key note speaker was Mr. Karunakaran. Other speakers included Mr. Srinivas Jayanth, Delivery Manager, HP, Mr. Arvind Koppal, GM, Tendering & Contracts, SOBHA, Dr. Sri Ram Kothapalli, VP & Global Head of Quality, ITC Infotech, Mr. Krishna Rao M, Regional Quality Manager, Motorola Solutions, Mr. Ratnakar Nayak, Chief Manager, TATA Consulting Engineers Ltd., Mr. Vivek Bekal, Senior Manager - Projects, SAINT-GOBAIN, Mr. S. Venkatesh, Senior Manager, TATA Consulting Engineers Ltd., Mr. K Prakash, PMA, and Mr. Anand Poojary, Manager - Supply Chain, Syngene.

The panellists deliberated on issues such as arbitration, risk management, legality of contracts, fine print of contracts, relative strength of buyer and supplier in contract formation, trust and bond formation and scope creep.

- Abhinav Viswanathan (eBiz 2010-12)

Nirmal Sukumaran (eBiz 2010-12)





WE CAFE WITH MR. SANJEEV BABEL

(Associate Director-Corporate Strategies, Mindtree) 7TH AUG 2011



WE CAFE WITH MR. PETER ERNST

(Internationally Recognised Motivational Speaker) 7TH SEPT 2011



WE Cafe with Mr. SILESH CHATURVEDI
(CEO, Tommy Hilfiger, India) 22ND SEPT 2011



WE CAFE WITH MR. RAJASABAI A.D.C
(CEO at CGenos Consulting Services) 12TH OCT 2011



BIZ QUIZ

1. Name the parent group associated with the logos



2. Find the common product link



3. Identify the campaign

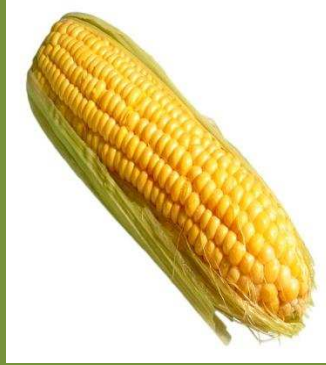


4. All the 4 pictures converge to one particular company. Name the company.



BIZ QUIZ

5. Connect the images to determine the product



Send in your entries to
'prameya.weschool@gmail.com'. The top 5
entries stand to win exciting prizes!!!

TAKE YOUR STAND!

The most existential question doing the rounds besides 'Why This Kolaveri Di' seems to be....
'Why This FDI in Retail'???

So we decided to have a write up competition, wherein you need to take a firm stand i.e Pro
FDI or Against FDI. Send in your views in max 300 words to 'prameya.weschool@gmail.com'
and the best write up adjudged by the faculty would be published in the forthcoming issue.
Best luck!!!

We Achievers



Won 3rd prize for the Business Plan on 'Reverse Vending' at National B-plan Championship held at BIMTECH, Noida

Date: September, 2011

Team Members:

- Amol Korde,
- Ramhari Jadhav
- Apurva Durge

'The Economist' team won 2nd prize for the event Manthan – G20 Summit at Avenues IIT Bombay

Team Members:

- Hitendra Chhabria
- Prabhdeep Seth
- Shalin Kumar
- Tapasya Raut



'Team Wenovators' won 1st prize at the competition ADEATE in NMIMS Mumbai

Team Members:

- Prashant Vutha
- Swathi Srinivasan
- Venkatesh Eswar

Won 2nd prize at FORE School of Management, Delhi for the event 'The Great Debators'

Team Members:

- Kirti Jaiswal
- Arindam Sengupta



We Achievers



Ashwini Barvekar won 2nd place in the National Convention on Responsible Leadership Competition at 'Ensemble' at the Annual Festival of XIRI, Jamshedpur

Team Torque won 1st prize at MICA, Ahmadabad for the event 'Co-existence'

Team Members:

- Shahu Patil
- Bhushan Rathi
- Bhakti Pande



Team Finatics won 1st prize at MICA, Ahmedabad for the event 'SBI Bank On Us' regarding the analysis of Mutual Funds.

Team Members:

- Aayush Saxena
- Jaideep Singh Chawla
- Himanshu Shukla

Cinema Re-loaded



Glengarry Glen Ross (1992)

Director:

James Foley

Writers:

David Mamet (play), David Mamet (screenplay)

Stars:

Al Pacino— Ricky Roma

Jack Lemmon- Shelley Levine

Alan Arkin- George Aaronow

Kevin Spacey- John Williamson

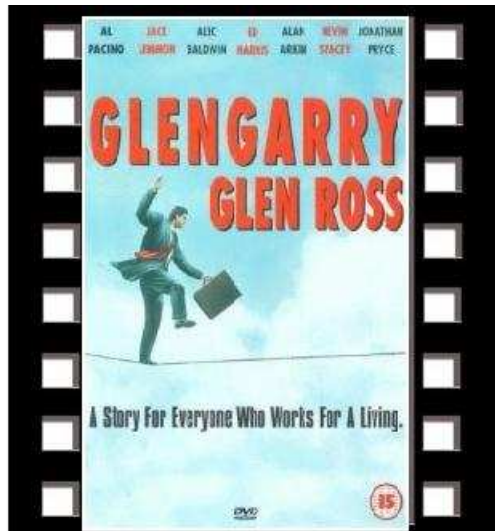
Ed Harris- Dave Moss

Alec Baldwin – Blake

Glengarry Glen Ross is a high performance drama whose premise is set up in a Chicago based real-estate company's office. The company is going through tough times and the salesmen of this company are facing do-or-die deadlines to meet their targets.

The movie opens up with a Top-Level Manager called Blake (played by Alec Baldwin) lashing out at the salesmen (Jack Lemmon, Alan Arkin, Ed Harris) for their incompetency. He then informs them about the sales contest whose 1st Prize is a "Cadillac Eldorado", 2nd Prize is a "Set of Steak Knives" and the 3rd is 'to get-fired'. After the instructions are given by Baldwin, the story sets rolling with the salesmen sulking over the weak 'leads' and their plan of action for achieving their sales target. They all try in their different ways and what follows is a robbery at the company's office. Then the investigation follows to catch the offender.

The portrayal of each character is idyllic. Baldwin's harangue at the beginning of the movie is so sticky that you see yourself imitating his dialogue delivery. All those of you who are working or have worked for a company will immediately connect with all the characters in your real life. Al Pacino makes me forget who I am watching. He really sinks into his character (Ricky Roma). Alan Arkin plays 'George Aaronow' who is a down-on-luck salesman who confusingly keeps repeating what is said to him. Ed Harris plays an aggressive salesman who is willing to do everything to reach on top. Frustrated and at his boiling point, he cusses throughout the film with smug bitterness. Kevin Spacey plays the role of the



office manager who is a pencil pusher and sticks to his wits. Jack Lemmon plays the role of a hopeless father, stepped in despair, desperate to make a close on his leads.

The movie highlights the frustration, the bitterness and the pressure associated with the sales job. There are scenes like the one with Baldwin's cameo, where he burns the screen with his provocative, foul mouthed speech. The scene where Jack Lemmon describes his 'close' on a deal to Al Pacino is slick yet puissant

What's in it for you? Apart from the sublime performances from the finest actors, this movie without being flashy, is 'uncompromisingly realistic'. It shows, how people at the

bottom rung of the ladder in a business resort to the cheesiest and phoniest approaches; and how business is like a war. The movie shows how one should co-operate with their team for good and how one should stand for what he thinks is right. It is skill that takes you to the top, not luck. And most importantly as Al Pacino says in the movie the first rule of sales is "You never open your mouth until you know what the shot is".

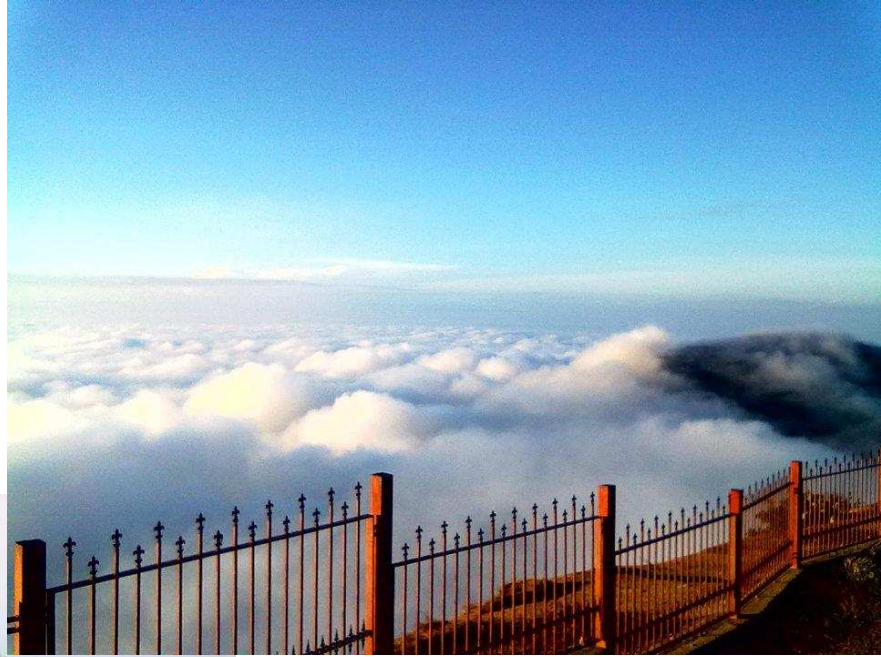
This movie is one of the most expletive-laden tirades ever projected in mainstream cinema. After seeing it you come to know why David Mamet is considered one of the greatest living playwright and screenwriter in English language. Just consider the swearing as part of the stylization of the cold-calling salesman language. Make sure you add this movie to your must watch list.

-Dhirendra Tripathi

PDGM (2011-13)

Clicks

We



1) *Nilesh Kawchale*

2) *Hiten Chhabria*

3) *Aayush Saxena*





Vagabond

I don't know if you're much of an avid explorer or a spontaneous adventure freak, but after regular dinners at either the Woodstock cafeteria or Rafiqs', this should be incentive enough; how would you like to meet, greet and bite into the big daddy of dosa? I did, I was left licking my fingers and craving more. Then again if you're not a dosa person, how about hot fresh fried banana chips, or a scrumptious south Indian thaali after which the world will seem like a nicer place? Either ways, continue reading, there's more than food to look forward to.

So here's the plan, pick a weekend, board a KPN bus(with your motley bunch of friends of course), six hours and 300 kms later, welcome to Coimbatore. It's a perfect place to visit on a weekend, grab some great food, shop your heart out for sarees and other clothes, experience sane traffic along with a pleasant change in weather and topography.

A comfortable bus ride will set you back by approximately 500/- per head, but make sure at least one of the journeys, to or fro, is done during the day, the scenery outside your bus window is worth your attention. The bus will cut through villages, pass along green farms and occasional water bodies. Once in Coimbatore, accommodation is not a hassle, an excellent service apartment that can comfortably house seven people will be available for about 2800/- inclusive of taxes per day. The best idea to get around would be to hire a car, drive it around if you have a license, otherwise get a driver. If you're accommodation is in the heart of the city, autos will suffice.

Anapoorna Gowrishankar is an excellent chain of restaurants famous, and rightly so, for their excellent south Indian fare. At other places try the kottu, which is basically a paratha shredded and mixed with a principle ingredient of your choice, mushroom, chicken, cashew among others. In case you're in the mood for Chettinad cuisine, that's available too. Of course, don't forget to drink lots of coffee. Also, it's recommended that you don't order mineral water, the local water is sweet.

As for shopping, it's dream destination for cotton sarees. There are many huge establishments with wide range of sarees to choose from. Covai cotton is a speciality from this area. Coimbatore is known for its textile industry, it houses factories that produce some of the world's best known brands.

On the outskirts of the city, there are beautiful nature trails, ancient temples and waterfalls to visit, you may consider the language a hamper, but that's not a concern because it's an extremely hospitable city (I know, we had a flat tyre in the middle of nowhere and were rescued by some wonderful locals).

I hope I've extolled enough virtues of Coimbatore for you to want to visit, it's cost effective and a great place to add to your list of places explored in India.

- Sampoorna Sarkar (PGDM 2011-13)

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