



# XPRESSIONS

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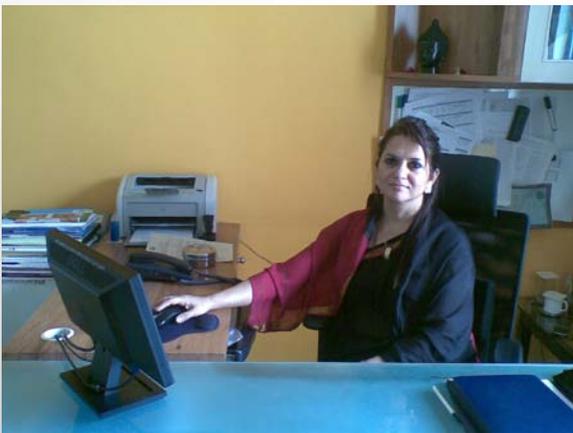
## FROM DIRECTOR'S DESK:

“Success comes from taking the initiative and following up... persisting... eloquently expressing the depth of your passion.”

By:

Prof. Chetan Wakalkar

Group Director –  
Indira Group of Institutes



“E-News is the fastest means to business analytics and its reference in business Management can never be over stressed.”

By:

Dr. Renu Bhargava

Director ISBS

## The Editorial Team



The Editorial Team of Xpressions welcomes all its viewers to the first edition of its E- Magazine.

Creativity is a mysterious force that visits us with great ideas, new ways of seeing the world and the courage to do things differently. Revitalizing your creative talents helps us in the most unexpectedly wonderful ways: a new business idea, a renewed commitment to self-care, an appreciation for the beauty that lies all around us. Finding a small bit of time each day to feed this force will not only

reward each one of us with increased creativity, but also an expanded sense of appreciation and gratitude for the creative process.

“Xpressions” is a platform for all the creative people to exhibit their talent & who are truly inspired & motivated by this ingenious force.

“Xpressions” believes “Beauty without expression is boring”., everthing in life needs to be expressed..before it's too late..

We therefore request all the viewers to be a part of this initiative & contribute effectively for its success.

For those who wish to be a part of this Xpressions...

1. Connect with your “INNER ARTIST” - That part of you that's naturally exuberant, joyful, and free in its pure expression of creative thought; undamaged, unhindered, unencumbered. ....

Hope you enjoy reading this issue as much as we have enjoyed bringing it up to you...



# SNAP SHOT OF INDUCTION

## 2010



Rohit Singh

DDV:

24<sup>th</sup> July - Sat

@ Dhruv

Auditorium



Minocher Patel

DDV:

21<sup>st</sup> July - Tue

@ Tapasya Auditorium



A self development program for the new batch of PGDM 2010-12 Students. they motivated the budding managers to redefine themselves with Positive thinking, developing the right attitude for the future ahead.

# O.M.T



## OUTDOOR MANAGEMENT TRAINING



AIMED AT HOLISTIC DEVELOPMENT OF STUDENTS. TO INCULCATE IN THEM TEAM BUILDING, HOW TO BE EFFECTIVE TEAM PLAYER, LEADERSHIP QUALITIES, ETC.

DDV: 26<sup>TH</sup> JULY — SAT\_ AT ISBS

# Fun at work - **TALENT HUNT - I**

Organized by the cultural wing of ISBS, to reinforce Enthusiasm & Spirit among the students.

## **TALENT HUNT**



**GROUP-6  
ORIONS  
1ST WINNER**

**GROUP-1  
VIBRANCE  
2ND WINNER**

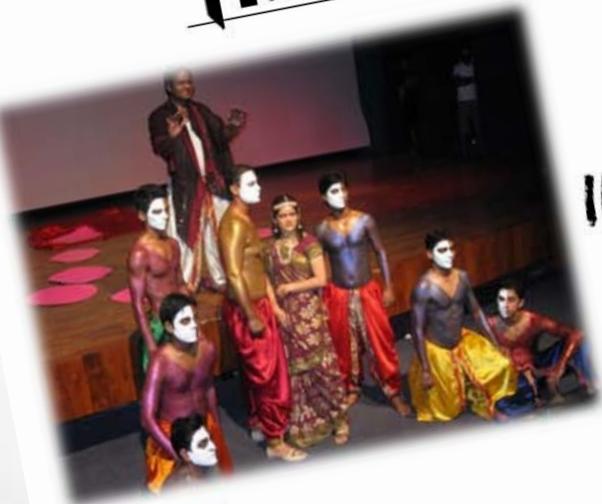


**GROUP-10  
PRODEGY  
3RD WINNER**



# TALENT HUNT - II

## TALENT HUNT - II



SHOW STEALERS  
1ST WINNER

INCREDIBLES  
2ND WINNER



MASCOT  
3RD WINNER



**LAKSHYA** - aimed at  
developing students as

**"Leaders"**

and not

**'FOLLOWERS'**



## LAKSHYA:

A SERIES OF ACTIVITIES PLANNED FOR THE STUDENTS ON WEEKLY BASIS.

THIS MONTH FOLLOWING ACTIVITIES

TOOK PLACE: 

- BOOK REVIEW.
- SECTORAL PRESENTATION.

## FOUNDER'S DAY



5<sup>th</sup> September is an auspicious day for the entire Teaching, Non Teaching & students fraternity of Indira Group, since it is our founder's day. It adds more value & honor as this day is also celebrated as Teacher's Day.

“Tapasyechi Anubhuti” a skit was performed by the students of Universe campus which was a flashback of 16 yrs of journey the Indira group has transversed so far.

Teacher's day celebration was followed after the skit at ISBS. The occasion was graced by Tarita Mam, Chetan Sir, Sarita Wakalkar Mam, Director ISBS, Faculty members & Admin staff.





# Other Initiatives at ISBS

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**COLLAGE COMPETITION - IT WAS AN INTERCOLLEGIATE EVENT ORGANIZED BY CII, ON THE OCCASION OF INDEPENDENCE DAY.**

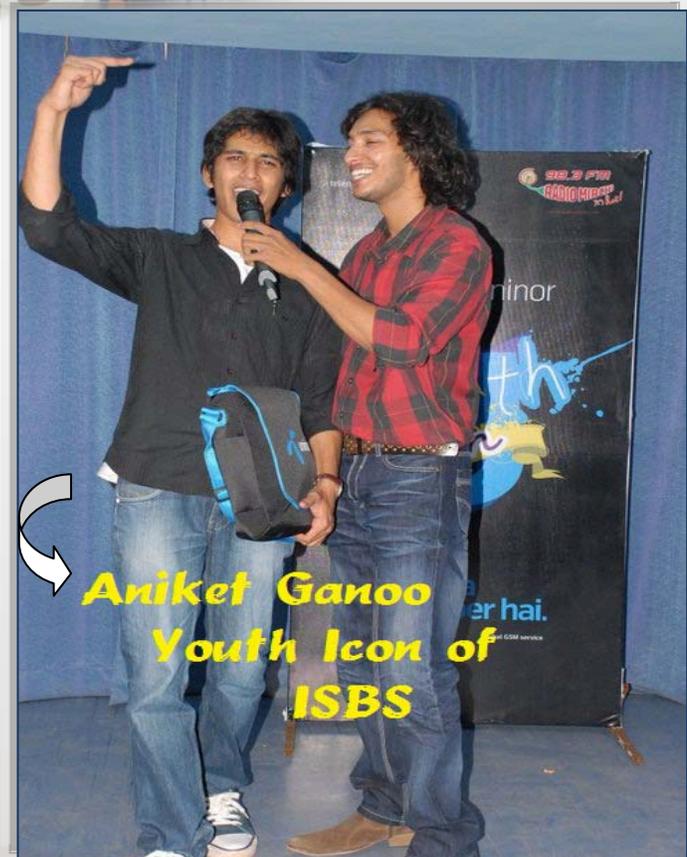


**ISBS WON THE FIRST PRIZE FOR THE SAME.**

# THEME DAY - "HARE RAMA HARE KRISHNA"



TALENT  
ASSIMILATION  
CONDUCTED BY  
UNINOR -



# SPORTS DAY



Basketball

**WINNER DIV:C**

table

tennis

**WINNER DIV:C**



Carom

**WINNER DIV:A**



# Social Initiative by ISBS:

## “Blood Donation camp”



# TREE PLANTATION



# ACCOLADES

## - YOU MADE US PROUD

- ✓ Aniket Ganoo, Uth Icon of our college.
  
  - ✓ Astha RAthi, won consolation prize in Matrix Summer Project competition.
- 
- 
- 
- ✓ Prof. Pravin Dange, Deputy Director, received an award from Higher Education for outstanding contribution to teaching.
  
  - ✓ ISBS won the runner up for the Football Cup held during Ganesh Festival.

**ISBS Faculty Members  
won the first prize in  
painting competition  
organised during GANesh  
Festival.**



## Other awards:

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**Best Academic Jewel:**

**Prof. Manmohan Vyas**

**Best Admin Jewel:**

**Mr. Madhukar Jadhav**

**Best Support Jewel:**

**Mr. Lahu Jadhav**

# GANESH FESTIVAL CELEBRATED BY INDIRA GROUP OF INSTITUTES



ISBS Acknowledges the Research  
Initiatives undertaken by its  
Faculty Member

Name of Faculty Member	Topic of Research paper	Published is referred in journal
Dr. Renu Bhargava	Environmental disaster in History	Research paper published in Bhatler college  Journal of multidisciplinary studies  Vol.1, No.1 2010
Prof. Lakshmi Nair	Expereintial Marketing- a conceptual framework for connecting with customers	Indian journal of Marketing, volume XL – No. 6 - June 2010 ISSN 0973-8703

\*NOTE: Paper Published from June 2010 to Sep 2010 have only been Included.

# Airtel friends and fun –

## Mirchi back to college



## **NEWS ISBS**

- ❖ **ISBS launches Global Management Program.**
  - ❖ **ISBS welcomes additional 120 Students in PGDM.**
  - ❖ **PGDM – IB launches ‘FOSTER’ – weekly News Magazine.**
  - ❖ **SQT goes Online.**
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- ❖ **E – Marketing, a 25 Hour module for PGDM 2<sup>nd</sup> Year Students (Marketing Specialization).**
  - ❖ **Arohan – E-Cell of ISBS, distributed compost on the occasion of Founders day to all Beloved Directors.**
  - ❖ **Industrial visit was conducted to FIAT for Division – B Students on 27/09/2010 - Monday.**

# Guru Vani



## Going Rural

**Companies seeking to increase focus on rural brand-building have to practice different strategies from what they adopt in urban areas.**

### **HEADSELL**

#### **INSIDE INDIAN MARKETING**

ILL recently most companies targeting rural markets were limited to **T**tackling the logistics and distribution part of marketing, very few companies have paid attention to building strong brands in rural areas. Such a need has not yet been felt simply because not many brands were available in rural areas. The rural consumer had little choice but to choose from a couple of brands that were available. But with increased penetration of television and education coupled with increased distribution, the rural consumer is now better informed about various brands in the market. The consumer now has a choice. Also he knows which brand will fulfill his exact needs.

So, companies now need to increasingly focus on rural brand building. But such an exercise had to be different from what is practiced in urban areas. This is because a rural consumer's ability to understand a brand message is different form that of an urbanite owing to differing levels of literacy and exposure.

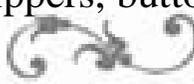
Following are some of the brand-building efforts a company can undertake in villages.



1) Regionalise the product or brand; sometimes there could be a need to differentiate the brand according to regional disparities. The differentiation may not necessarily be in terms of product content. It

may also be in terms of packaging, communication or association that is sought to be created with the brand. This has to be done when the mindset and consumption habits of rural consumers differ widely from region to region. The brand has to be made relevant by understanding local needs. Even offering the same product in different regions with different brand names could be adopted as a strategy if the economies of scale so permit. Also, offering tailor-made products we help tap pent up needs in different regions. For example, Arvind Mills had introduced a “Ready to Stitch” kit of jeans in rural areas. This included a trouser length in denim. Zippers, buttons, instruction kit, etc.

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2) Educate consumers when needed; in some cases, a particular product may be new for rural markets. Here, there is a need to educate consumers about the benefits of the product. HUL. Runs educational programmes in rural schools to emphasise the benefits of using a shampoo and also demonstrates the use of shampoo in hats to prove its performance.

3) Provide functionally, not frills; the rural consumer is very rational and understands his or her needs. Hence, product functionality and not frills will gain consumer loyalty, frills can be added once the brand gets well established, and LG Electronics had launched a basic VFM, no frills TV, for price and value-sensitive rural masses.

4) Lead certain propositions; At times it is difficult to pass on an innovation over an existing product to the rural consumer unlike his urban counterpart like increased calcium or herbal content or a germ-control formula in a tooth-paste. In such cases a company should lead certain propositions before the competitor does so. This may initially involve huge expenditure in educating the rural consumer about larger benefits from the innovation. But this will pay off in the long run because the consumer will not hesitate to graduate to any further innovations in future.

Also, in the case of certain products, a particular brand may have become generic for the product category due to non-availability of the other brands. Also, a generic brand has the advantage of being perceived as superior in quality due to its longer existence in the market.

Colgate has become generic for toothpaste in rural areas. In such cases, there is a need to educate the consumer about the difference between a product and a brand, and then, on how your brand is different from the generic one. Directing certain cues about the differentiating factor of your brand can do this HUL emphasizes the need content of 'Aim' toothpaste.

The ability to challenge conventional "urban wisdom" will always pay marketers seeking to tap the rural markets.

**By:**

**Prof. Vishal Desai**



- ❖ **“having a positive mental attitude is asking how something can be done rather than saying it can't be done.”**

**Bo Bennett**

- ❖ **“Attitude is a little thing that makes a big difference.”**

**Winston Churchill**

- ❖ **“The only disability in life is a bad attitude.”**

**Scott Hamilton**

## CORPORATE INTERACTION AT ISBS

### List of Guest Lectures arranged for our students in the month of August - September 2010

Sr.No	Topic	Students attended	Resource Person
1	Customer Centricity	Marketing Specialization (Sem III)	Dr. Shashi Thakur. PhD.
2	Tej Gyan Foundation	All Students of ISBS	Ms. Surekha Bhonsale
3	Creativity and Innovation	Selected students from HR and Marketing Specialisations	Mr. Sanjeev Kotnala, VP and National Head, Dainik Bhaskar
4	International Finance Reporting Standards	Finance Specialization (Sem III)	Mr. Ulhas Badhankar and his team, Business Development Head of GTG
5	B2B & B2G Marketing	Marketing specialisation (Sem I)	Mr. Kavit Yagnik, Account Manager - Academic and Government markets (South Asia), Reed Elsevier
6	Security Analysis and Trading Online	Finance Specialization (Sem III)	Mr. Rajan Shah, Freeleance Trainer
7	Business Ettiquittes	10-10 Batch Div A and 30 students from Div B	Mrs. Aruna Ravi Chandran, Personality Development Trainer
8	Business Ettiquittes	10-10 Batch Div A and 30 students from Div B	Mrs. Aruna Ravi Chandran, Personality Development Trainer
9	Effective Resume Writing	Marketing Specialization (Sem III)	Major Nupur Gupta, Management Consultant and Personality Development Trainer

# JOKES CORNER

1) Biwi: “Aap ne pichle saal meri birthday pe mujhe **lohay ka bed** banwa ke diya tha, Iss dafa aapka kya iraada hai?”

Shohar: “Iss saal uss mein current chorne ka iraada hai.”



2) Mallika arrived at a **Railway Station** for a shooting.

Bhikhari: Behanji 1 rupiya dedo.

Malika gave him 1000 Rs.

Secretary: Why u gave him 1000 Rs..?

**Malika:** Pehli bar kisine behan kaha!



3) **Pappu** ek party mein gaya aur waha usne 8 butter naan kha liye.

**Kuch der baad** toilet mein pet pakad ke ro raha tha bhagwan se request kar raha tha ki, “Hey bhagwan ya toh jaan nikal de ya **naan nikal de!**”



4) Santa: Yaar aaj pehli bar maine accha kaam kya, jiss par logon ne mujhe bohat mara!

**Banta: Woh kya..**

Santa: Ek makan mein aag lagi thi, aur andar kuch log thay, maine window tori aur andar ja kar sab logon ko bahar nikal diya.

Banta: Toh logon ne kyun mara

Santa: Yaar, kyun ke woh sab log **fire fighter thay!**



5) **Two married friends** Rahul and Rohan talking on the topic of the married woman,

Rahul: Wife KO begum kyun kehte hai?



Rohan: Kyuki shaadi ke baad uske saare gum husband ke hisse mein chale jaate hai aur wife begum ho jaati hai...

By:

**Prof: Sunita Shukla**



# Student chitchat

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**A TRUE STORY :**



A baby hippopotamus that survived the tsunami waves on the Kenyan coast has formed a strong bond with a giant male century-old tortoise, in an animal facility in the port city of Mombassa , as officials said.

The hippopotamus, nicknamed Owen and weighing about 300 kilograms (650 pounds), was swept down Sabaki River into the Indian Ocean, and then forced back to shore when

tsunami waves struck the Kenyan coast on December 26, before wildlife rangers rescued him. It is incredible.

A-less-than-a-year-old hippo has adopted a male tortoise, about a century old, and the tortoise seems to be very happy with being a 'mother'.



"After it was swept and lost its mother, the hippo was traumatized. It had to look for something to be a surrogate mother. Fortunately, it landed on the tortoise and established a strong bond. They swim, eat and sleep together". "The hippo follows the tortoise. If somebody



approaches the tortoise, the hippo becomes aggressive, as if protecting its biological mother,"

"The hippo is a young baby, he was left at a very tender age and by nature, hippos are social animals that like to stay with their mothers for four years". **This is a real story that shows that our differences don't matter much when we need the comfort of another that is not measured by the number of breaths we take, but by the moments that take our breath away.**

- *JITESH KUMAR* [ "DIV: C" (2010-12)]

## DROUGHT POEM

Monsoons come soon  
Monsoon comes soon

It's really boring here.  
There's nothing to do.  
We can't eat or sleep,  
The thought of food is on our minds.  
All that is left is dry, crusty land  
And hot, droughted sand  
Every day we wait in pain  
For the refreshing monsoon rain

Monsoon come soon.  
Monsoon come soon.



## MONSOON POEM

**M**ild was the weather yesterday,  
**O**h, has it rained heavy today?  
**N**othing is dry for miles around.  
**S**un, please come and shine, so that we  
all don't drown.  
**O**ver the road is one big lake.  
**O**h, I wish the lightning would stop. It's  
giving me an ear ache.  
**N**ow the wind is starting to blow. Not  
another night. Oh no!

**-Vivek Khope  
Div-A**



FRIENDS FOREVER...

You promised  
Together till the end...  
We were always with each other,  
You were my best friend...  
When I was sad, you were by my side,  
When I was scared, you felt my fear...  
You were my best support,  
When I needed you were there...

You were my greatest friend  
You always knew what to say...  
You made everything seem better,  
As long as we had each other,  
Everything would be okay...  
But somewhere along the line,  
We slowly came apart...  
I was here, u were there,  
It tored a hole in my heart...

Continued....

Things were changing,  
Our cheerful music reversed its tune...  
It was like having salt without pepper  
As sun without moon...  
Suddenly we were miles apart,  
Two different people,  
With nothing the same...  
It was as if we hadn't been friends  
Although we know deep into hearts  
Neither one of us was to blame...

You made many new friends  
And luckily so had I,  
But that didn't change the hurt  
The loss of our friendship  
Made me cry...  
As we grow older...things must change...  
But they don't always have to end  
Even though it is different now,  
You will always be my friend....!!!!

Shruti Magdum  
Division A



Piece of Art - A true hand made painting by budding artist of ISBS.

By:

- NIDHI BRIJWASI



## ARTICLE:

The rains are here again and I must say...finally!!!...this is my statement at the start of the monsoons, cause when it rains pune turns into a wonderful and a picturesque place...

Just go for a walk in the rain and you will feel that the earth has come alive all of a suddenly .and if you like to get wet, then my friend its time to have some fun.. Because there are many natural spots around pune and seeing them will make you feel that Mother Nature herself has blessed pune.

The forts around the city start buzzing with activity as they offer breathtaking views along with a piece of history...

So my friend it's time to get out of your dwellings...and make a beeline for these places...cause waiting for one year will be the price that you will pay if you miss the chance to see them now...

By:-

SWAPNIL MALPATHAK (DIV C)



## Bench Rockers

Bench Rockers was pioneered by Division A students on 21st Aug 2010. It is a unique band which uses Benches as their instruments.

By - Nakul Vyas (Division A)

# NOTICE BOARD



Exams are nearing, The clock is ticking at a very high speed.. Time flies by.. And what do i do?? Sit with my book and give a big sigh!! Who invented this concept of exams??....

The coming month is a nightmare for all of us..as exams are nearing and we all want to be successful with flying colours.

Xpressions launches the theme for its next edition in this context”EXAM FEVER”.

We invite article, poems, quotes, pictures & any other valuable contribution that would make this Xpressions more rewarding.

Faculty members & students can send in their entries at

[xpressions@indiraisbs.ac.in](mailto:xpressions@indiraisbs.ac.in)