

# SIESCOMS MESSAGING SERVICE

Feb 10'

All our knowledge has its origins in our perceptions.

Leonardo da Vinci.

## **Introduction:**

With the beginning of a new month of February, we at Internal Events Committee once again enter your inbox with lots of news.

The month of January saw many events. From the celebration of Rose day and Traditional day to the preparations of Virtualities, the big event, the last few days were very eventful.

On 7<sup>th</sup> of January,2010 the enthusiastic first year students celebrated traditional day and rose day. The entire campus was shimmering with ladies in beautiful sarees and men in their dashing traditional apparels. Love was in the air when SIESCOMS got their rose king and rose queen.





### **Prayaas:**

An event held on 22<sup>nd</sup> January, 2010 PRAYAAS was a social Entrepreneurship Competition. Tagline: *Join us in the efforts to bring about a positive impact of the social problems in an innovative and effective manner.*

The event saw enthusiastic participants and had stunning and brilliant ideas pouring in.



Winners All-Prayaas

## NGO FINALS:

The PGDM students had taken up an NGO project in September, 2009. The final selection of the best NGO project was held on 23<sup>rd</sup> January, 2010. It was a delightful experience to hear the Future managers speak about their social responsibilities. While many of us have already joined the NGO work for our lifetime, some more were encouraged to go ahead and join the Noble cause and share our social responsibilities.

The winners of the NGO Project were:

1<sup>st</sup> winning team - Dhruv Almuala, Huzefa Ranalwala, Gaurav Tyagi and Jai Kotak ( PG –Lead Team)

2<sup>nd</sup> winning team - Yash Sotta, Pradeep and Sanma (PG- Pavement Children Project)



**THE LEAD TEAM SMILING ALL THE WAY!**

## **SOME MORE MOMENTS OF PRIDE:**

- *SIESCOMITES* again showed their magic. PGDM students Anubhav Sanghwan, Anubha Garg, Viraj Karia, Harshad Bhoir and Jai Kotak won a dazzling 1<sup>st</sup> prize in the Business Strategy Competition in SHIKHAR – which is the annual fest of Bharathi Vidyapeeth College, Belapur.
- At the same Annual Fest, Asha Raman did a commendable job by winning 1<sup>st</sup> prize in Solo Dance and Personality Competition.

## **SPECIAL NEWS CHIPS FOR THE COMING EDITION:**

- *SIESCOMS FAMILY WELCOMES DR. R SHRIVASTAVA*
- *ABOUT THE BIG EVENT- VIRTUALITIES*

- **VALENTINE SPECIAL- DEDICATE A TESTIMONIAL FOR SOMEONE.**

### CREATIVE CORNER:

*The creative contributions from different sections kept flowing in.*

*Happy reading!*

✚ **'OFF TO THE MALL' by Banshree Raigagla. PG Biotech - 1<sup>st</sup> year**

*The secret of the lure of the mall lies in its mass appeal. For the Indian mass affluent, the call of the mall is proving irresistible. Malls increasingly dot the urban Indian landscape and their packed parking lots, busy food courts and restaurants, crowded anchor stores and noisy gaming arcades bear testimony to this alluring call. With malls so much in demand, it is no wonder that their number is expected to go up from 158 in 2005 to 600 in 2010. Some would call it consumerism in action, we call it the celebration of mass affluence.*

#### **Pros:**

**Transforming lifestyles and spending-** *In many ways, malls reflect the state of our society and act as agents of change. Rising incomes and busier lifestyles are creating the space for malls in the lives of the urban mass affluent. Five years back, the same exercise would have been carried out in a small neighbourhood store with cash whereas it is now common to find many families doing their monthly grocery shopping at malls and paying by cards.*

**Family package:** *- It has something on offer for everyone in the family. There is a wide range of shopping experiences - bargains and discounts or high-end brands for couples, gaming and other amusement facilities for kids, a large choice of cuisines for family meals, and, of course, the multiplex theatres.*

**Social package:-***After looking through a microscopic view lets enlarge our visions to a social arena-which is a little larger, actually vast. Not only to the family, malls have something to offer for everyone in the society ranging from High End Club Class to The Shopaholics to The Movie buffs to The Gamers To The Foodies Phew!!!!!! The list is never ending.....*

**Indicator of Economic Rise-Up:-** In many ways, malls reflect the state of our society and act as agents of change. Rising incomes and busier lifestyles are creating the space for malls in the lives of the urban mass affluent. This will be driven by the rising incomes from continued economic growth as well.

### **Cons**

**Spatial Concerns:** In a country like India where people sleep on Footpath and Railway Platforms, space becomes one of the major reasons for concern. It is not difficult to imagine a plush shopping mall at one end of the road and a mud house just across it.....the intensity of this problem is much above our imagination.

**Power Concerns:** Consumption of electricity in a mall is exorbitant when compared to a small shop or a showroom. Power cuts are at all time high, there is no electricity in Houses but malls are well lit up in fact more than required.

**Economic instability:-** Business of Small retailers and sellers are hampered to a very large extent due to springing up of malls in the cities. The occurrences of malls have made profound changes in the buying behaviour of the consumers.

As malls occupy more and more mind-space of the Indian mass affluent, and increase their share in consumers' wallets. Malls predict a perfect example of perfect marketing concept which says that Don't show a way to the consumer but present ways to your customer-way to the CONSUMPTION.....

So don't forget to have your sojourns to pick up your set of goodies.....

### **'THE FORTRESS OF DISDAIN' by Onisha Dhar -BBM - 1<sup>ST</sup> Year**

*Don't go on my face, Probe deeper if need  
But don't regret what you see!*

*Trapped in the world, With no one dear  
I am all alone living in pain and fear*

*Today and tomorrow, Are all the same  
The days never go without disdain*

*The feigning fortress of security, The deep dense moat of scrutiny  
The slimy shackles of mistrust- reduce me to the void,*

*The lock of apprehension envelopes me, The darkness of dubiety drowns me  
The towers of time - all work together to annihilate my joy*

*When will I be free? When will I fly? When do I get to try the things I like?*

 **GIVING A NEW DIRECTION TO THE FUTURE GENERATION-  
Story of LEAD ( NGO Project) by Huzefa Ranawala and team  
PG 1<sup>st</sup> year**

*About LEAD:*

*LOVE EDUCATION AND ASPIRATION TO CHANGE DESTINIES. Since its inception in 2008, by Rupesh Gesota at Airoli with no external help an initiative to make difference that would educate less privileged children.*

*OBJECTIVES of SIESCOMITES :*

*The primary objective of the organisation was to educate the children of slum dwellers in Airoli and helping them with admissions in nearby school. The secondary objective was to visit families of children, conducting educational and health camps, providing employment, women empowerment and celebrating festivals.*

*JOURNEY AT LEAD :*

*LEAD exists with a idea to give its children the educational input, skills and values to change their lives.*

*Our journey with the organisation started with a simple idea. Being a start-up we the students of SIESCOMS decided to create a strong database for the organisation. The motive was in a very cost effective way to reach out to the under privileged children, create awareness, tie- up with corporate, providing regular funding facility etc. The idea was to bring together volunteers, corporate interested to work for a social cause. We wanted to encourage them to dream. But more importantly, we wanted to empower them to deliver on their dreams. Therefore we decided to move ahead in a very systematic manner. Realising LEAD began with a simple idea, there were thousands of slum*

children who needed and wanted to be educated. There were thousands of college students who had the energy, enthusiasm and time to lead these children. The simple idea then , was to bring together the kids, volunteers and internal management of LEAD together for a purpose. Hence, we created awareness of the organisation by distributing fliers in nearby shops homes schools and colleges for those willing to render their service helplessly. In return certificates were provided to student volunteer which would help them in long run of career. Volunteers could help LEAD in many ways like assisting in teaching the children, help them with art and other vocational training classes, collect and donate materials for the LEAD centre, conduct workshops for kids, make worksheets and other educational aids for LEAD, organise special events and festivals for children, lend helping hand with administrative task at the centre. For every volunteer LEAD would be a unique learning giving as well as receiving experience.

#### **LEARNINGS:**

The NGO project enlightened us into an altogether different way of thinking and deeper sense of understanding. Even today our society is blessed with those handful people who render service to society helplessly without expecting anything in return in monetary and non-monetary terms. It is a depressing feeling that even after 60 years of Independence we still have to strive hard to make the realisation and importance of education. But as soon as this thought strikes mind it even bring smiles on our faces at the same time realising that there are organisations like LEAD who still believe in making a difference and giving back to the community more than what they had in return.

The essence of success in life does not depend on what you create for yourself to be happy, but rather what you leave behind and create for others to live happily. At LEAD it was truly proved that success is all about Imagination. It is all about Vision. It is all about the immediacy of pain. It is all about failing and daring again to dream.

#### **A testimonial by the winners of Prayaas by Manan Choksi and Aditya Rajgopalan ( PG 1<sup>st</sup> year)**

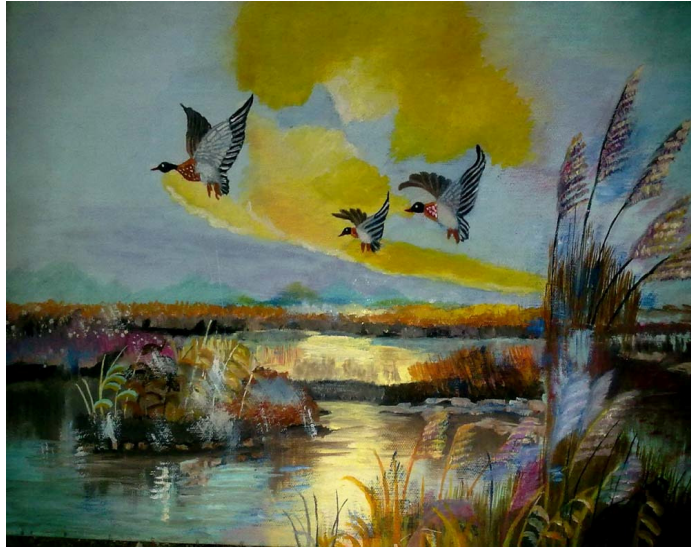
Our stint with the NGO named, 'The Bombay Mother and Children Welfare Society' created an insatiable urge in our youthful minds to understand the true meaning of the concept, 'Social Entrepreneurship'. It was a great opportunity to work towards the empowerment of the women of Rajgurunagar, a small Taluka on the outskirts of Pune. 'Prayaas' was an ideal platform for us to convey our message to experienced individuals who provided valuable feedback on our work and found our endeavour commendable.

*Manan C, Monoj Makhija , Aditya and Gaurav T- Team of Winners at Prayaas.*

*Whoever said that teachers are only good at teaching....One of our new faculty, joined in the MCA team at SIESCOMS, Prof. Vidhya Rao has been blessed with an inborn talent of painting which she has developed as a hobby in the past few years. Relish them. A real treat to the eyes.....These have been inspired by her very own individual sense of art. You may also book one life size painting with her before its price tag goes beyond your purse strings... 😊.....*

*A Beautiful Creative splash of colours by Prof. Vidhya Rao(MCA)*





# The Valia Quiz

By Manan Valia – MMS – 1<sup>st</sup> Year

## General Knowledge

1. Which of the following terrorist outfits have been banned by the United Nations Security Council in the aftermath of the 26/11 terror attacks in Mumbai?
  - a) Jamaat-ud-Dawa
  - b) Lashkar-e-Toiba
  - c) Harkat-ul-Mujahideen
  - d) HuJI.
2. Which country is also known as ‘The Playground of Europe’?

## Cuisine

3. Which region’s cuisine is also referred to as the Dravidian Cuisine?
4. Apart from India, which other country’s favorite cuisine is Indian food?

## Guess the brand - Jingles

5. “Jab Ghar ki Raunak Badhani Ho”.
6. “Karram-Kurram.....Kurram-Karram”

## Sports

7. What was India’s lowest total ever in a One Day cricket match?
8. Where was Golf originated?

## **Answers:**

1. Jamaat-ud.Dawa.
2. Switzerland.
3. The South Indian Cuisine is also known as the Dravidian Cuisine.
4. United Kingdom.

5. Nerolac Paints.

6. Lijjat Papad.

7. 54 in October 2000, against Sri Lanka.

8. Scotland – It was strictly a Gentlemen-Only-Ladies-Forbidden sport. Hence the name Golf.

### **BIRTHDAY BASHES!**



*Here comes the Birthday bee. SIESCOMS family takes great pleasure in wishing the below mentioned family members a very 'Happy Birthday'.*

**“Wishing you times filled with surprises, gifts, blessings, wishes, entertainment, joys, friends and family on your special day”**

#### **MMS BIRTHDAYS:**

- ❖ Danish Ahmed – 2<sup>nd</sup> February
- ❖ Vishal Nair – 13<sup>th</sup> February
- ❖ Vinita Agarwal – 16<sup>th</sup> February
- ❖ Shweta Vijaykumar – 18<sup>th</sup> February

#### **PG PHARMA BIRTHDAYS:**

- ❖ Manju Solomon – 23<sup>rd</sup> February
- ❖ Shah Shruti Nalin – 27<sup>th</sup> February

#### **PGDM BIRTHDAYS**

- ❖ Abhilash Varghese – 18<sup>th</sup> February
- ❖ Avani Kotak – 14<sup>th</sup> February
- ❖ Nimisha Nair – 7<sup>th</sup> February
- ❖ Subramanian Ramanathan – 2<sup>nd</sup> February
- ❖ Nehal Thakkar – 21<sup>st</sup> February
- ❖ Rachna Sonvaniya – 20<sup>th</sup> February

#### **FACULTY**

- ❖ Sumana Bose – 3<sup>rd</sup> February
- ❖ Pooja Gupta – 18<sup>th</sup> February

#### **OFFICE STAFF:**

- ❖ Narendre Shinde – 20<sup>th</sup> February

*We continue with our request to kindly, keep us posted on any programs / events / achievements or any such incidents which may be of relevance to be a part of this magazine.*

*You may mail your news and contributions to [linktosms@gmail.com](mailto:linktosms@gmail.com)*

*Wishing you all an 'Fun and Love filled February10'.*

Regards,

**Sub Editor – Ms. Pooja Bathia( PG - A)**

**&**

**Prof. Sandeep Bhanot**

**Prof. Susen Varghese**

**Internal Events Committee**