

SIESCOMS MESSAGING SERVICE

Jan 10'

A beautiful Year is waiting for you,
Walk with Aims, Run with Confidence, Fly with your Achievements,
And have a lovely 2010.

“Wishing the Entire SIESCOMS family a very cheerful and a happy new year.”

- Internal Events Committee.

From the Chief Editor's Desk:-

A warm welcome to each one of you once again, to the seventh edition of our very own SIESCOMS in-house magazine, SIESCOMS MESSAGING SERVICE 2010.

Here's hoping that 2010 assures in lots of goodies for each of you in both your professional as well as personal lives. Skipping the usual practice of a long chief editor's note, here's some snippets of quotes from famous personalities around the globe, for all of you to chew on, till the time you finish reading this magazine. If you ever feel a little let down, just dig this up and read it again...it will surely rejuvenate you up.....Start feeling like a genius...☺.....Happy Reading !! Boy....Pretty tongue in cheek reactions this is

- **On September 17, 1994, Alabama's Heather Whitestone was selected as Miss America 1995.**

Question: If you could live forever, would you and why?

Answer: "I would not live forever, because we should not live forever, because if we were supposed to live forever, then we would live forever, but we cannot live forever, which is why I would not live forever,"

--Miss Alabama in the 1994 Miss USA contest.

- **"Whenever I watch TV and see those poor starving kids all over the world, I can't help but cry. I mean I'd love to be skinny like that, but not with all those flies and death and stuff."**

--Mariah Carey

- **"Smoking kills. If you're killed, you've lost a very important part of your life,"**
-- Brooke Shields, during an interview to become spokesperson for federal Anti-Smoking Campaign
- **"I've never had major knee surgery on any other part of my body,"**
--Winston Bennett, University of Kentucky basketball forward.
- **"Outside of the killings, Washington has one of the lowest crime rates in the country,"**
--Mayor Marion Barry, Washington, DC.
- **"That lowdown scoundrel deserves to be kicked to death by a jackass, and I'm just the one to do it,"**
--A Congress Candidate in Texas
- **"Half this game is ninety percent mental."**
--Philadelphia Phillies manager, Danny Ozark
- **"It isn't pollution that's harming the environment. It's the impurities in our air and water that are doing it."**
--Al Gore, Vice President
- **"I love California. I practically grew up in Phoenix."**
-- Dan Quayle
- **"We've got to pause and ask ourselves: How much clean air do we need?"**
--Lee Iacocca
- **"The word "genius" isn't applicable in football. A genius is a guy like Norman Einstein."**
--Joe Theisman, NFL football quarterback & sports analyst.
- **"We don't necessarily discriminate. We simply exclude certain types of people."**
-- Colonel Gerald Wellman, ROTC Instructor.
- **"Your food stamps will be stopped effective March 1992 because we received notice that you passed away. May God bless you. You may reapply if there is a change in your circumstances. "**
--Department of Social Services, Greenville , South Carolina

- "Traditionally, most of Australia's imports come from overseas."
--Keppel Enderbery
- "If somebody has a bad heart, they can plug this jack in at night as they go to bed and it will monitor their heart throughout the night. And the next morning, when they wake up dead, there'll be a record."
--Mark S. Fowler, FCC Chairman

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CREATIVE CONTRIBUTIONS

Only three contributions this time. Better than last month.

✚ *My Management Lessons from Mumbai Local Trains by Prof. Ela Goyal*



As the MCA theory exams end, the normal feeling for everyone would be of Rejoice and Relief but for me it marks the beginning of a dreadful feeling...CAP!!! It's not really the assessment process that's a problem but the travel to Kalina University, is what I am referring to! I normally take the

prestigious Mumbai local train from Vashi to Kurla station and from there I take an autorikshaw to the Kalina University.

*One needs special skills and a high spirit of adventure to try this mode of transport. ☺ Besides that, getting in and out of the train at Kurla station is an art in itself. Every day it's a new experience for me while travelling in these trains which are also called the **Lifeline of Mumbai!***

*Ladies compartments are particularly more fun! You can buy anything from fresh seasonal fruits, seasonal vegetables, seafood, stationary items like pens, notebooks, diaries, artificial jewellery, stickers, hair accessories and what not and that too at dirt cheap prices! These vendors perfectly understand that while in train, the lady passengers have a lot of time and what better way to utilize this time than shopping (i.e. if they are not talking on the phone, that's the next best pass time for women)!!! In spite of the low prices, one can still enjoy some bargaining to complete our shopping experience!!! It's a perfect example of **Marketing at the right place, for the right customer and at the right price!!!** One also gets to see a perfect co-ordination between these vendors in these trains. You'll never find two vendors selling the same stuff, in the same compartment, at the same time. All of them have clearly marked stations, timings and even compartments. And the best part is that they all respect these boundaries! Perfect **Logistics and supply chain management!!!***

*I have also seen that some passengers start chopping their veggies, soon after buying, in the train itself. Wow! Wonderful **Time management!** And of course the most enjoyable part in these trains is the verbal fight that takes place in the ladies compartments. Mind you, it's no less than a physical fight. The reason for the argument normally is the space crunch and the occasional, unintentional push that one passenger gets from her co-passenger. Such a fight is as interesting as any ICL match. Sometimes, other passengers, who have nothing to do with either party, also join in to add to the fun. **Entertainment management!!!***

*Kurla station...that's an experience in itself! In just flat 30 seconds the entire compartment would get empty and fill up again without anyone getting hurt during this transaction! The speed with which exchange of people happens at this station is faster than the speed with which exchange of data happens in any database. **Data management with low error-rate and great speed!!!** The trick to get out of the train at this station is that you need to make sure that you are somewhere in the main passage, facing the door, in the compartment as the train pulls in the station! You would automatically get down the train! Mind you, if you are not in the main passage, you would be pushed back by the people getting in and then you cannot get down for the next two stations!!! Great **Traffic management!!***

All in all, it's real fun to travel by the Mumbai local. I can say this because I need to do it only for about ten days every semester! I am so glad that my

workplace is close to my house and I don't have to do this everyday of the year!!!

✚ Economics by Prof. Jharna Lulla

*Economics is a subject which is misunderstood by most of us,
As most of us study it with a major fuss.
We feel Economics is all theory, tables and graphs,
So we perceive it and write it as an essay or draft.
The beauty of Economics is in its application,
As it is a tool required at every level of managerial decision making.
Whether you talk about an individual, firm or economy as a whole,
At every level micro or macro it plays an important role.
Whether you talk about growth, development or international trade,
You have to first understand the most focal point that resources are scarce.
Demand and Supply forms the basis for studying marketing and sales,
As based on these two important concepts,
a firm decides its cost, revenue, profit and economies of scale.
It is understood that economics and finance are two separate things,
But that is not true, in fact they are interlinked.
Financial Analysis and Forecasting depends much upon applying economic
models,
So economics forms the foundation on which all the financial concepts are
build.
It is said the economics has no role to play in Human Resource Management,
But all the HR theories point to only one thing.
That labour is an important resource for overall production,
And the optimum utilization and management of the same is an economic
decision.
So economics is not a subject related to only definition and theory,
But it is the strongest base to understand and apply each and every
Management Story.*

✚ 2010 by Anand Makhija

*“Aaya hai agar toh chale jaane waala hai,
Dont worry yaaro 2010 apna naseeb lane waala hai.....!!!*

Here comes the **Birthday Bee** humming the birthdays of this



month.....

SIESCOMS family takes immense pleasure in wishing the below mentioned family members a very 'Happy Birthday'.

“Sending warmest wishes to each one of you on your special day”

Birthdates of January 2010

❖ Faculty

- ❖ 4th Jan 10' - Prof. K. T Upadhyay
- ❖ 16th Jan 10' - Prof. Susen Varghese
- ❖ 20th Jan 10' - Prof. Parag Amin
- ❖ 20th Jan 10' - Prof. Deepa Donde
- ❖ 27th Jan 10' - Prof. V. Ramachandran
- ❖ 27th Jan 10' - Prof. Sunita Shukla
- ❖ 31st Jan 10' - Prof. Ela Goyal

❖ office stAFF

- ❖ 1st Jan 10' - Mr. Ramchandra K Chauhan

❖ PG

- ❖ Anubhav Sangwan - 13th January
- ❖ Kunal Shah - 6th January
- ❖ Kartik Murthy - 3rd January
- ❖ Sampada Rahalkar - 15th January

❖ Bbm

- ❖ Aishwarya V - 21st January
- ❖ Pooja Sinha - 22nd January

❖ Mohit Kochar – 26th January

❖ *MMS*

❖ Kavita Menon – January 22nd

❖ Nipun Mehra – January 26th

❖

❖ *PM*

❖ Rupam Kundu – January 16th

❖

The 'Guess Who' column did not bring in any entries in form of responses this time for the picture attached. Was it beyond anyone's guess, here?...Once again attaching the same picture once more for all of you to guess it. Grab the opportunity to win yourselves a pack of Dairy Milk to guess the right one as Prof. Vidya and Prof. Swasthimathi won for their answers to the previous 'Guess Who' Columns.

Here's the picture for once again for all of you.



(Identify the above person and win some chocolates or gifts. Do not forget to mail your answers to linktosms@gmail.com)

✚ SPECIAL NEWS CHIPS

- ✓ *On the academic front, on one hand the winter projects started pouring in for the PG sections junior students while on the other hand their second year senior students faced the pressure of final placements. Overall it was a time of synchronized organization of highly important activities in the Siescoms Campus.*
- ✓ *With all these activities, some of our batch mates made us feel proud by bagging in prizes at many Inter-College events.*

- ✓ ***Neha Lakhani (PG A) and Priyanka Narvekar (PG A) won 1st prize at Ad Moneto Guru competition of Poddar College , Mumbai.***
- ✓ ***Another pride filled moment was when PG Biotech won 2nd prize at IES College, Mumbai in an event called “Pharmetizing”. Student group included Shara Batliboi, Onisha Dhar and Banshree Raigagla.***
- ✓ ***The Internal Events Committee sprinkled happiness in its own splendid way by organizing a Fun-Fair on 24th December, 2009. Food stalls, game stalls and some creative art corners gave a completely new look to our college campus. While some preferred becoming kids once again at the game stalls, some enjoyed the delicious and mouthwatering dishes at the food corners. An evening full of enjoyment, thrill and happiness was enjoyed by one and all. Our campus had the rare visit by secret Santa...yes...we had two secret Santa...who managed to see to it that each one got a special smile on their face with his chocolates for everyone present.***

We request the students participating in the inter college events to inform the SMS editors Group about their victory and participation so that the entire SIESCOMS family could feel proud about their Achievements.



By, Manan Valia – MMS – 1st 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?

SMS PICTURE GALLERY

(The month of December saw many celebrations and joyful moments. With Christmas time around how could one stay away from the blissful times? And hence you will see the feature of “YAADON KI TASWEERE”)



Secret Santa of the PG A



Gifts Pouring In



Prof. Parag at his drinking (???) best. Cheers!!



Try your hand at 'Lord of Rings'



"Sorry Yaar...Its just got over".Prof. Parag and Prof. Jharna @ SIESCOMS Funfair



Graphology Anyone – SIESCOMS Funfair



A cute angel amongst us!



Let's dance through the night – Jam Session @ SIESCOMS



Gathering the Power to Unwind before the Jam Session



Hope this party newer Ends...Jam Session @ SIESCOMS

The Valia Quiz

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.

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

Wishing you all an 'Joyful January 10'.

Regards,

Sub Editor – Ms. Pooja B(PG)
Sub Editor – Ms. Shalini Rao (MMS)
&
Prof. Sandeep Bhanot
&
Chief Editor
Prof. Susen Varghese
[Internal Events Committee](#)