

SIESCOMS MESSAGING SERVICE

March 10'

From the Chief Editor' Desk:-

Approaching towards the end of an eventful academic year at SIESCOMS, we at Internal Events Committee 2009-10, would like to extend our sincere thanks to each one of our readers, our respectable and revered Director Dr. A. K Sengupta, Dr. R. K Shrivastava, Faculty Colleagues, Office Staff and Student friends to extend their cooperation and support to run this in house college magazine throughout the year. As we all enter a phase which may not be brimming with news and happenings, SMS may take a temporary stopover till the new academic year begins with the newly formed committee.

Harvey MacKay gives a beautiful quote on 'Time'....Read and feel the beauty of 'time' mentioned in this particular quote.....

"Time is free, but its priceless. You cant own it, but, you can use it. You cant keep it, but, you can spend it. Once You've lost it, You can newer get it back"

Someone rightly noted.....

*✓ To realize the value of 'a sister/brother:'
Ask someone, Who doesn't have one.*

*✓ To realize the value of 'ten years:'
Ask a, newly Divorced couple.*

*✓ To realize the value of 'four years:'
Ask a graduate..*

*✓ To realize The value of 'one year:'
Ask a student who Has failed a final exam.*

*✓ To realize The value of 'nine months:'
Ask a mother who gave birth to a stillborn.*

*✓ To realize The value of 'one month:'
Ask a mother Who has given birth to A premature baby....*

✓ *To realize the value of 'one week:'*
Ask an editor of a weekly newspaper.

✓ *To realize the value of 'one day:'*
Ask the person suffering from Cancer

✓ *To realize the value of 'one minute:'*
Ask a person Who has missed the train, bus or plane.

✓ *To realize the value of 'one-second:'*
Ask a person Who has survived an accident.

✓ *To realize the value of a friend or a family member:*
LOOSE ONE.

Well after trying to value time, here's a beautiful picture taken by George S. which I thought of sharing with all of you. Can someone take a guess as to what is so special about this picture here?



This is a picture taken directly above these camels [TOP VIEW] in the desert at sunset. It is considered one of the best pictures of the year. Look closely, the camels are the little white lines in the picture. The black you see are just the shadows!! Amazing ..Is'nt it???

Our Sub Editor, Ms Pooja Bathia (PG-Ist Year) takes over.

Saying that the month of February for SIESCOMS was eventful – would simply be an understatement. Virtualities, Inter – College Competitions, Experiential Learning Trip, International Guest Speakers, Commencement of the Admission procedures for the Year 2010-12, all these activities were enough to keep all the students and the Faculty members on their feet.

Virtualities was undoubtedly a superb experience for all the students of our college. From Panel discussions to fun filled mock stocks to “Tag the Brand” competition, Lan Gaming, HR Case Study Analysis to contesting for the Best Manager Personality , each event enhanced our management skills.

PG Class A and B had the awesome opportunity to visit the Durshet Resort at Khopoli. With some team building exercises and some fun filled memories , the organisers were successful in adding a beautiful day in our lives.

Some clicks for YADOON KI TASWEEREIN:



Amrit Chopra, Vivek Sharma and Fahad Siddiqui organised the Outing in supervision of Prof Nitin Vazirani.



Good morning SIESCOMS - 6am College gate.



Back in our childhood days...at the Playground.



Three Cheers to Experiential Learning

Admission Procedure Begins:

Apart from the Experiential Learning Trip and Virtualities, there was one more activity in the limelight and that was the admission procedure. SIESCOMS has an amazing method of handling the admissions. It can be summarised in the following few words:

For the Students , by the students and of the students.

Right from getting the applicants registered to taking them through the GD and PIs , the entire procedure is being taken care of by the students. The Student Body is marching ahead with their superb performance and our teachers cannot be thanked enough for their immense involvement in helping us.

CREATIVE CORNER:

ANOTHER CREATIVE SPLASH OF COLORS BY PROF. VIDHYA RAO
(MCA)



An Experiential Learning on Auto Rickshaw Drivers By Miss Fleur Dsouza - First Year MMS

Dr Gowri Joshi conducted an experiential learning exercise for MMS as part of the subject Research Methodology. Our class was divided into several groups, with each group conducting research on a different section of society. Our group had to conduct research on Auto Rickshaw Drivers.

We formed sub-groups of 3 members each and set out on our study. Our sub-group visited auto rickshaw drivers outside Nerul railway station. The first driver whom we approached was an interesting person. He is the current Secretary of the Nerul auto rickshaw union. He was very open to answering our questions. He was quite humorous too. Other auto rickshaw drivers were a

bit apprehensive about answering our questions. But they had noticed that the Secretary had entertained us and hence agreed to cooperate with us. Some auto rickshaw drivers felt that since they are not much educated, they may not be able to reply to our questions. So we had to explain to them that the questions are pertaining to their life and trade only.

The auto rickshaw drivers we encountered were between 20 and 55 years of age. Most of them have been driving auto rickshaws since a few months to around 12 years. There was one driver who has been driving auto rickshaw since 22 years. Most of them are school drop-outs, having studied upto standards between 6 and 9. There were very few who have completed SSC and even studied further. Most have 3 to 5 members in their family and are generally the only bread-winners for their family. They generally work for between 8 to 14 hours a day, earning them an income of around Rs. 200 to 400 per day. Many of them take the day off on Sunday to be with their family, especially since it is a public holiday and there aren't many passengers available.

Majority of them own the auto rickshaws, while those who have taken them on rent pay Rs. 100-150 of their daily earnings as rental charges. Some have converted their vehicle into CNG auto rickshaws as the running cost is much less than diesel. However, the initial installation cost is Rs. 22000 – 30000, which they find very costly and becomes the major deterrent. We asked them about union membership. Some felt that it is very useful to be a member as it increases collective bargaining power. But most were of the opinion that union is a place to just eat, drink and make merry, with no useful work done. Many of them are not even union members. Auto rickshaw drivers are fined by traffic policemen for reasons like insufficient air in tyres, less petrol, brakes not working properly, not wearing uniform, etc.

Most of them wish to educate their children as much as possible to put them in good stead in life. But with their meagre income they are not sure how much education they will be able to provide them. It is worthy to mention here that one of the auto rickshaw drivers has a daughter who topped M. Com. in SIES, Nerul.

We often feel that auto rickshaw drivers charge us too much. However, their daily earnings are very low as compared to the unparalleled service they render to society by ferrying us day in, day out to our destinations.

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”

🚩 PG BIRTHDAYS:

- Ashish Pandey - 1st March
- Nupur Chatterjee - 2nd March
- Shaswat Mohanty- 3rd March
- Kirti Musale - 3rd March
- Dhara Manek - 4th March
- Anand Makhija - 7th March
- Ranjan Nath - 10th March
- Shanon Monterio - 15th March
- Amrit Chopra - 16th March
- Nupur Bandhopadhaya - 21st March
- Ronak Bhanushali - 28th March

🚩 **MMS BIRTHDAYS:**

- Keekan Priya Bamban – 5th March
- Mahale Vikrant Ramdas Suman- 7th March
- Jeancie Mathew Mariamma – 12th March
- Sancheti Vardhaman Rajendra- 25th March
- Kawtikwar Shreenivas Ashok- 27th March
- Pereira Godlevea Martina – 31st March
- Thakur Amit Rajendra Kusum – 31st March

🚩 **PG _ PHARMACY :**

- Harad Pradip Chandrakant Ramabai – 2nd March
- Ankit Solanki- 4th March
- Pashte Shweta Raghunath Sunita- 13th March
- Chheda Jay Mahesh Niranjana – 24th March
- Gaonker Aisha Firoz A Latif Rozina- 27th March
- Shaikh Naziya Mohd Gaus Noorjahaan- 29th March
- Sreedharan Sarita Krishnan Jameela – 29th March
- Parekh Malay Jaysukhbhai – 30th March

🚩 **Faculty:**

- K.R.Venkateshwara – 21st March

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 have a 'Marvellous March 10'.

Regards,

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

&

Prof. Sandeep Bhanot

&

Chief Editor

Prof. Susen Varghese

Internal Events Committee.

