

SIESCOMS MESSAGING SERVICE

Oct 2010'

From the Chief Editor's Desk:-

'Hope sees the invisible, feels the intangible and achieves the impossible'

The month of October witnessed a lot a sound and gaiety in the SIESCOMS campus. Placements, lectures, external events, Management Tadka, all made the campus loud and joyous.

Commonwealth Games made global news and India was shining in the global map with the best performances ever till now. As India gets all geared and decked up to welcome the US President, Mr. Barack Obama on 6th November, let me take this opportunity to extend my heartiest wishes for the festive season of Deepawali as it ushers in light, new hopes, beginnings, peace and prosperity into our lives.

The November issue is brimming with articles from students from various batches. Hope you find them interesting.

Happy reading and lots of best wishes for a prosperous new year !!!

Major Programs / Events in October 2010

Management Tadka

On 21st October 2010 the SIESCOMS campus was transformed into a potpourri of gastronomic delights. The event was Management Tadka, a management and food festival. Bringing together culinary skills and management acumen, SIESCOMITE managers and foodies conjured dishes that tickled the taste buds and soothed the senses.

The event began at 12 noon under a cloudy October sky. For the next five to six hours, the SIESCOMS campus was like Mumbai's famous Khau Galli, with brightly colored stalls offering various delicacies. Professors and students came

together to indulge in exotic treats such as Cheese Chilly Toast, Arabic Paan and Beijing Noodles. For some “Thande Ka Tadka”, there were refreshing drinks like Cold Crusher and Virgin Mojito. Moderately priced, freshly made and presentably served, the food made the event worthwhile and was a tribute to the participants’ efforts. Rules such as no soft drinks to be served, no non vegetarian food and no gas provided by the college tested innovative and logistical skills of participants.

The efforts of the organising team led for Management Tadka, combined with the efforts of participants, made the event smooth, incident free and memorable. Three Cheers and Bon Apetit!!

Student Council Elections

The Student Council elections took place on the 14th of October, 2010. The council body consists of 9 members, 4 from PG, 2 from MMS, 2 from Pharma and 1 from Biotech.

Elections were held first at class, and then at college level. The students from each course first selected representatives from their class. The representatives then contested for the posts of Chairperson, Assistant Chairperson and General Secretary also assistant General Secretary. The rest would make up the council members. The selection was done by an electoral committee consisting of Prof Sharmila Mohapatra, Prof, Sandeep Bhanot and Prof. Tambe i.e. chairpersons of the programmes and all the students from PG, MMS, Pharma and Biotech. The member getting maximum votes were Chairperson, General Secretary, Asst. Chairperson and Asst. General Secretary.

The best part of the elections was the process itself. At both class and college level, students rooted for their friends and classmates. The candidates went about talking to people and exchanging ideas with them. Some candidates were fortunate enough to have their friends helping them in campaigning and connecting with voters. The final rounds were all drama. A jam-packed auditorium saw crowds cheering for the members from their classes. There was a one hour question answer session by the 3 chairpersons and senior batch council members like Kanchan Bhat, Varun Sharma, Pradeep Shashidharan, Deepak Salian and Anand Makhija.

After hours of deliberation and anxiety, the following candidates made the cut.

1. Jugal Ugani (Chairperson)
2. Himanshu Agarwal (General Secretary)
3. Pratik Bulani (Vice Chairperson)
4. Neha Singh (Asst General Secretary)
5. Prasad Halapeti
6. Animesh Shetty
7. Ankit Wani
8. Abhijeet Shetty
9. Pankaj Sawant

Articles galore from the students.....

✓ '6 college dropouts who became great entrepreneurs'

By: - Y Srikant (PG B)

Bill Gates

"In this business, by the time you realize you're in trouble, it's too late to save yourself. Unless you're running scared all the time, you're gone."

- ✚ The world's best known billionaire co-founded one of the world's largest software companies - Microsoft.
- ✚ Gates dropped out of Harvard in 1975. He took interest in computer programming since he was 13 years old.
- ✚ Hailed as one of the chief architects of the personal computing revolution, he is also a great philanthropist donating billions of dollars to charity across the globe. He has also been the worlds' richest from 1995 to 2009, excluding 2008 (when he was ranked third)

Michael Dell

"There are a lot of things that go into creating success. I don't like to do just the things I like to do. I like to do things that cause the company to succeed."

- ✚ Michael Dell became an entrepreneur at a young age of 12, made his first \$1,000 by selling stamps, and later sold newspaper subscriptions for *Houston Post*, making enough money to buy a BMW at 16.
- ✚ Michael Dell later founded Dell Inc, one of the world's most successful IT companies.

Richard Branson

"A business has to be involving, it has to be fun, and it has to exercise your creative instincts."

- ✚ At age 16, Branson published a magazine called *Student* while still in school.
- ✚ In 1970, he set up an audio record mail-order business. In 1972, he opened a chain of record stores, Virgin Records, later known as Virgin Megastores.
- ✚ Branson's Virgin brand grew during the 1980s and along the way he set up Virgin Atlantic Airways and expanded the Virgin Records music label.
- ✚ Today, his Virgin Group owns over 360 companies.

Steve Jobs

"I think we're having fun. I think our customers really like our products. And we're always trying to do better."

- ✚ Steve Jobs dropped out of Reed College after one semester and went to work on designing games. Later, he teamed up with Steve Wozniak, an engineer to start a business.
- ✚ In 1975, at the age of 20, Jobs and Wozniak started working on the Apple I prototype. Apple Inc today designs and markets consumer electronics, computer software, and personal computers.

Walt Disney

"All our dreams can come true, if we have the courage to pursue them."

- ✚ Walt Disney (1901-1966) was an American film producer, director, screenwriter, voice actor, animator and a successful entrepreneur who co-founded Walt Disney Productions.
- ✚ One of the best-known motion picture producers in the world, The Walt Disney Company, has annual revenues of about \$35 billion.

Henry Ford

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young."

- ✚ Henry Ford (1863-1947) was the founder of the Ford Motor Company.
- ✚ He is known for the introduction of the Model T automobile which revolutionised transportation and American industry.
- ✚ He is credited with 'Fordism', mass production of inexpensive goods coupled with high wages for workers. Henry Ford never attended college.

✓ 'The Peeping Alice'

By: - Vineetha Menon (PG B)

In my school days the very thought of 'travel' would make me feel enthusiastic. Right from dressing up to walking through the by lanes holding my father's hand would make me feel on top of the world and then comes the most beautiful part of the journey, the train journey. Unlike these days, waiting for the train to arrive was fun. The very thought of sitting beside the window made the journey irresistible and to my brother's dismay I would fight for the window seat, which he would eventually give up. Sitting there would give me a feeling of undisputed empress. I would peep through the window just like 'Alice in wonderland'. Maybe I was admiring the magic of the Mother Nature which never failed to mesmerise me or I was wondering why are these trees and land moving with me and of course I was happy that the I was much faster than all of them.

But today that enthusiasm is taken over by tiredness. The curiosity of observing things is missing. Initially I thought all this was because of the fact that I wasn't the innocent Alice anymore, but now I realize that this was because of absence of beautiful things around. I am surrounded by people all the time who have different attitudes. Some are rebellious, some are calm, some are tactful, some are talkative and surprisingly some are busy, because they have mastered the art of working in absolute chaos. The train is a droplet of the ocean of people which tells us that 'Cities have grown manifold but society hasn't' where people are not ready to share their public space. Now peeping through the window was not at all fun as I could only see uprooted trees, concrete jungles, slums and filthy surroundings. Moreover I am so busy safeguarding my own space and constantly thinking of getting out of the crowded hell of the train that there is 'no time to stand and stare'. Maybe I am also one of those humans ignorant to nature...

Lots of ideas galore when the very thought of 'ignorance' comes to my mind. Ignorance has made this earth a 'living hell'. It's all because I think that my one waste plastic bag would not make any difference if dumped on roads. It's because I think how would my spitting on roads will affect the environment? It's because I think how would I by being corrupt and insensible make this place polluted? It's because I think, I am not responsible for all this destruction it just happened so, when man was developing this world to make it a better place.

I wonder when I will enjoy “Peeping through the window” again in my life. When will I have the same curiosity to explore the beauties of Nature? When will people start sharing their public space? I think all these questions will have only one answer.....

“You must be the change you wish to see in the world”.

✓ **'Love Is?'**

By: - Roopam Goyal (PG A)

*A cordial bond between us two
I am a royal servant born to serve you!
We shall never feel lonesome again
too much togetherness is such a pain!
For ever we shall stay in touch
even an hour over the phone is, I say, too much!
Commitment comes from within the heart
repeating it a 1000 times is the boring part!
Darling please hold my hands
them nervous and wet, blame my sweat glands!
Let's go out dearie, for a scoop of ice cream
A peaceful weekend is my distant dream!
I want to check the latest mushy flick too
Sure, I'll test my legs in the never-ending queue.
Honey please buy me that cute pink dress
heart-attacks are caused by cholesterol and shopping-stress!
Babe I love your expensive gifts*

sure dollie, each one causes mighty rifts!

I'll love all your worries away

This therapy works in an exotic way

My honey dew my choco-boy my sugar cup

just dont sound like my mom, please grow up!

A mustang loves to run free and wild

freedom was my dream since I was a child

dont wanna be cared for, dont wanna be tamed

my soul feels trapped, my ambitions flamed.

Love might be the best thing that happened to them all

They take a plunge, as if, in puddles kiddies fall

For some wild beings, its just a silly hindrance to life afterall.....

.....Originally written by a friend - Shounak Saroch.....

✓ 'Monkey Story'

By: - Kashyap A (PG A)

This is a very popular story among the trader community and mostly it's an everyday scenario for tech analysts around the world. This is a basic story which you would have come across in your primary classes. There was one guy Tom who went to one village and made an announcement that he will buy all the monkeys that is there in the village for 10rs. Every villager was attracted by this offer and since monkeys were largely available around the village that too for free all started to catch few monkeys and went to Tom for selling the same. Tom as said bought the monkeys for 10rs. Tom again made an announcement that he will buy the monkeys for 25rs the very next day. All the people rushed immediately and caught maximum monkeys that are possible from their village. Tom again bought the same as said for 25rs. Third day Tom made an announcement that he will buy the monkeys again for 100rs. The villagers went haywire and they were not able to find the monkeys anywhere in their village.

At the same time some news came that in the next village someone is selling monkeys for 50rs. So all started to go to that village and bought as much monkeys as possible. And when they came back to their village they searched for Tom and to their surprise he was not there. The monkeys they got from next village for 50rs were the same ones the villagers sold for 10 and 25rs!!!!

This story might tell you how the villagers were fooled by Tom. The same story is repeated each day in the markets and most of them are not aware of the same. There are many Tom's here and many villagers too. Tom's are Tech Analyst, Traders, Punters & Broker Houses. Villagers are Retailers. This is very hard to digest but this is the truth. As said in the first Para most of them tend to believe that a rising stock will raise always and there are few people who believe they can make money on that. There are other few who just do things based on minimum data that they know. People who trade pick up active securities volume shooters are not really willing to research about the stock. Leave off the tech analysis atleast they can do a fundamental research before entering the stock which most of the retailers don't do.

The monkey story starts with few small scale Tech Analysts picking a stock and adding as many as possible. Then these small Tech Analysts wait for big players to start playing. After a few days big Tech Analyst starts entering into the stock once they get convinced about the stock. Here again one set of Tech Analyst believes in volume and another set does not believe in it. That's their behaviour. So taking ahead the story Traders & punters start entering in a slow phase. Here again small and big traders rely mostly on big Techies. So when these traders are entering volumes will be really heavy as they mostly buy in bulk. So here again these traders will bring Broker Houses and they also help in giving few more upper circuits. Now everyone is at profit from Tech Analysts to Traders they will be at a good profit and this is the same time when Brokers start giving the call to retailers, messages are sent across all mobiles that this stock will do 20% more, retailers who are doing trading by themselves start seeing volumes and enter the stocks. This is basically done by all the traders and punters. So the retailers in turn will buy the stock thinking it's the best stock ever in the history of markets and all the buyers will start exiting the same stock by selling to these retailers or rather villagers!!! Retailers will be really happy that they will be part of best rally ever. In turn the stock will either give a gap down or trade flat the immediate day. These types of stock will also try to break the resistance at times but that rarely happens or even when it happens we can term it as Trader's

Remorse and in few days a definite fall will be there. Here only retailers lose money and you can find them saying that 'I lost so much money. Stock Market is gambling' but the hard fact is that they don't know to play the market.

✓ **'Evolution'**

By: - Vijesh Nair (PG A)

One fine day man was born, After an age of mammoths who lived for eons

He was'nt an animal, He was'nt a bird

He was really the best in his own world

Man was given thumb, To evolve and not to succumb

He had brains to make his own gains

He could think, To find and make things

And so the story goes on

The ice age was long back gone.

The finds took him higher with each discovery

First it was fire and then came the wheel, Tell you, He was haapy

Coz now He cud eat and cook his own meal!!

The thirst increased and his finds grew on

But he could'nt find them all and it wasn't time to mourn

So he started creating things to answer the questions that were'nt solved

Man created religion, Religion created God

& they all divided their own lands.

He saw sun in the morning and moon in the night

The stars were all over the sky to make a beautiful sight

What was it, he did'nt knew, coz these things were really new

He grew old but the answers were never told

And then he created God to answer them all

Sun is god moon is god

They all are here as our lords!!!

✓ 'TechGuru- Tweaks of the month'

By: - Srinivas Dhanala (PG B)

Tweak No 1 – Lock any folder in Windows

1. Make a Folder in C drive rename it as "abc" without quotes.
2. Now open Command Prompt from Start Menu.
3. Type "attrib +s +h C:\abc" without quotes and press enter.
4. This command will Make your folder invisible and it can not be seen even in hidden files and folders
5. To make it visible again type "attrib -s -h C:\abc"
6. You can lock any other folder also by changing the location C:\abc to address of your folder.

Tweak No 2: How to shutdown pc with Timer

Here is another trick to shutdown at a specific time, for example you wish to shutdown at 1:45am. Type this in

1. Start=>Run
2. Type Code: at 1:45 shutdown -s
(Time should be put when you want to shutdown PC)
3. TO ABORT:

Code:shutdown -a

✓ 'Life at My Institute'

By: - Anubhav Ghosh (PG A)

The Dictionary says -“An Institute is a society or an organization for carrying on a particular work”. But for me – “My Institute is my Life” – clichéd though it may sound. I had never thought that in such a short span of time my institute would become so close to my heart. I feel proud to be a student of SIES College

of Management Studies. Life has always been an amazing roller coaster ride and never more so than right now.

It has only been a few months, but it seems I always wanted a life like this. I stay in the men's hostel which is very close to the institute. The day is spent in lectures, assignments, projects or at "Raj Dairy" outside campus. My entire day from 6.30am when I go to the campus gym to 9 pm when I get thrown out of the library revolves around the institute! What is so exciting about this life? There can be no greater pleasure than spending your entire day in the midst of friends!

The induction program at the beginning was very exciting as we interacted with our seniors, professors and had lots of fun. For the first time in my life, I am staying in a hostel and my experience of ragging was amazing. Some may consider me to be a glutton for punishment! Truly though it wasn't really ragging as much as an attempt by our seniors to get to know us better. I love singing. So when my seniors asked me to sing during the ragging session I felt great! Although the seniors thought that it would be a very bad experience for me, but I kept on laughing and I enjoyed it to the fullest! Then students were selected for different committees in college. I opted for and got selected in the Alumni Committee.

The Alumni meet was scheduled just two months after our joining. I worked very hard along with the seniors and other committee members for organizing the Alumni Event. From A to Z, everything was taken care of by us. With almost 400 alumni attending, a record number, it was a super success! This meet also gave me the opportunity to do some serious networking through which I ended up getting my winter project.

Asian paints came for our summer placements. There are 180 students in my batch, and I heard that Asian paints would take only 2 to 3 students as summer trainees. When the placement coordinator announced my name among the three who had made it, I was overwhelmed!

I never expected that this institute would give me so much happiness in such a short time. I know there is a lot more to come. I know that life will not always be as I desire. Right now however 'The Life at my Institute' is more than I could hope for.

The Valia Quiz



By Manan Valia (MMS 2nd Year)

General Knowledge

1. According to the World Development Indicators (WDI) 2008, the Indian economy measured at gross national income, has been ranked at _____ position
a) 5th b) 4th c) 3rd d) 6th.

2. Following options are a list of forex rates for US Dollar on a day recently.

Identify the entry that is reversed.

- a) 1 US \$ = Rs. 44.63
- b) 1 US \$ = € 1.38
- c) 1 US \$ = £ 0.63
- d) 1 US \$ = ¥ 81.54

Logic

3. Complete the given sequence: M T W T _ _ _.
4. Divide 30 by $\frac{1}{2}$ and add 10. What is the answer?

Hollywood

5. Who was the first African American woman to win an Oscar for Best Actress?
6. Which is the most costly Hollywood movie ever made?

Guess the brand

7.



8.



Answers:

1. 4th.
2. US \$ 1.38 = € 1.
3. F S S (Days of the week – Monday, Tuesday... Saturday, Sunday).
4. 70 (30 divided by .5 is 60).
5. Halle Berry.
6. Avatar.
7. Sony Walkman



8. Kellogg's



Some Special News Chips.....

*'Move Over Sun, Give Me Some Sky,
I Have the Wings, I Want To Fly'.....*

This month's Special News Chips are all about Special Siescomites who did SIESCOMS proud at various intercollegiate. On behalf of the SIESCOMS family, SMS congratulates them and wishes them more such honours in future.

- 1. At Chakravayuh, Lala Lajpatrai College Annual festival Vineetha Menon and Catherine Paul from PG B won the first prize**
- 2. Runners Up position was also won by SIESCOMS team – Nimoli Handu and Shweta Lal from PG A**

- 3. Ellesh Bohra and Kashyap A from PGA and Jigar Popat from PGB won second prize in “secfusion” , a stock and derivative trading event orgained by Thakur Institute of Management and Research.**
- 4. At case study competition at “Pratyush” IES college festival, Shrinivas Mishra, Catherine Paul, Vineetha Menon won second prize in case study event**
- 5. Amrita Mali, Rahul Raghavan, Manish Pandhi from MMS 2010-2012 won first prize at "Chakravayuh" event of Lala Lajpat Rai college for the event” Mock stock"**
- 6. Pratik Bulani, Rahul Raghavan, Kevin Gala, S.Shrikant and Anil Kotaga from MMS won the 2nd prize for the " Business plan " event at IES college's fest "Pratyush"**
- 7. At Pratyush 2010 event of IES College, Pratik Bulani,Vijay Shanbhag, Kevin Gala, and rahul Raghavan from MMS won first prize in Management games Set A**
- 8. Tanmay Meshram,Abhishek Srinivasan,Abhijeet Shetty and Abhinav Dhut from MMS won second prize in Management games Set A**
- 9. Pratik Bulani ,Vijay Shanbhag, Kevin Gala and Rahul Raghavan from MMS won second prize in Management Games Set B**
- 10.At Simerations 2010 event of Sydenham Management college Abhijit Shetty, Abhinav Dhut, Abhishek Srinivasan and Swamini Mahadik from MMS won First prize in ‘Ad-Diction’ management event**
- 11.Shreya Chandra, Shrinivas Mishra from PG A and Ramanathan Jayaram from PG B won ‘HRight Sense’ at Simerations 2010**
- 12.Tanmay Meshram and Sajith Radhakirshnan from MMS won 2nd Prize in Tug of War**

13. Abhijit Shetty and Abhinav Dhut from MMS won 2nd prize in "Business quiz"

14. Subhasis Chakraborty and Shikha Rinchin Tiku from MMS won in "Travelogue " event

15. Uma Ankolkar, Bhagyalakshmi Nathan and Shruti Shinde from MMS won in Dumbcharades

16. Rohan Patil from PG A and Himanshu Jain from PG B won second prize in carom at Simerations.

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 a 'Novel November 2010'.

Regards,

Sub Editor

Mr. Ameya Prabhu

&

Chief Editor

Prof. Susen Varghese

Public Relations Committee