

# SIESCOMS MESSAGING SERVICE

Sept 09'

**"A nation that is afraid to let its people judge the truth and falsehood in an open market is a nation that is afraid of its people.**

**John F. Kennedy**

## **From the Editor's Desk: -**

Zoommmmm.....Here we come, once again banging into your inboxes carrying with us all the news, views and activities at SIESCOMS.

Welcome all to the third edition of the SIESCOMS MESSAGING SERVICE for the academic year 2009.

As a topical fable goes.....Not long ago, a bear, a lion and a pig meet in the forest. The bear said, "If I roar in the forests of North America, the entire forest shivers with fear." The Lion said, "If I roar on the great plains of Africa, the entire Savannah shivers with fear." The pig said, "Big deal. I only have to cough, and the entire planet pees!"...

Yep!! You all guessed it right. It was Swine Flu season all through the month. The tragic deaths and the panic was followed by our government taking measures to curb its effect on the general public by calling a week long off for all the schools, colleges and other public places like the malls, cinema halls etc. The weeklong unexpected and unplanned off seemed quite welcoming to the holiday starved faculty and students. The thrill and the excitement on the faces of most of them said it all. Hopefully, with the help of all our 'responsible' citizens, the nation will be able to combat the situation very soon.

But, all these could not conceal the fervor for Talent Thursdays in the college auditorium. The events were its usual 'Rocking' form. The Music – Non Classical (Solo and Group) was a favorite with having two of our **MMS 0507** batch alumni, **Mr. Deendayalan (HDFC) & Mr. Manit Rammaiya (Saint Gobain)**, coming to

the campus as special guests for the event. They not only judged the show along with our Faculty Prof. Parag and Prof. Ramachandran but also rendered some heart rending numbers of 1970s Bollywood in the Karaoke form.

Another event which set the auditorium blazing was The Dance – Classical (Solo and Group) which saw a number of titillating dance forms by our talented students, not to mention the modern Ganpati Dev with a very slimmed and trimmed tummy. The faculty judges Prof. Vidya, Prof. Jharna and Prof. Swati would have definitely faced a tough time making out the winners. We once again welcome you all to be a part of this series called “Talent Thursdays @ SIESCOMS” which would be, most probably, conducted in our SIESCOMS auditorium on all the Thursdays fm 2.30 to 4.30 pm.

### **Major Programs / Events Scheduled for Sept 2009:**

- 1. 5<sup>th</sup> Sept, 2009: Annual Day**
- 2. 13<sup>th</sup> Sept, 2009: AMP Inaugural Session**
- 3. 17<sup>th</sup> and 18<sup>th</sup>, Sept 2009: MDP on Stress Management**

The dates / programs are subject to change depending on the depending on the prevailing circumstances at that point of time. Kindly note that we at IEC are not responsible for any changes in the dates / programs mentioned above. Our attempt is, to simply pass on the information of the events, scheduled prior, to the release of this magazine.

### **✚ SOME SPECIAL NEWS CHIPS**

- ✓ *The placement season for the 2<sup>nd</sup> year PG batch began with the campus visit of HDFC*
- ✓ *A national level essay competition on the topic- Love has hope, hatred is hopeless was held by Shri Ram Chandra Mission (SRCM) who have been conducting the Annual All India Essay Writing Event since 1989, and have reached*

thousands of students through this event. This year, a first of its type collaboration was worked out between SRCM and the UNIC which promises to offer students some unique opportunities. To decide the top prize-winners, the authors of the best essays may be invited to appear at a national event to present their essays. The national prize winners will then have an opportunity to address an audience at a prize distribution ceremony jointly hosted by SRCM and the UN. Unfortunately there weren't many takers for this programs from our student community.

- ✓ SIESCOMITES were all geared to offer themselves as volunteers to the Navi Mumbai Police during the Dahi Handi and Independence Day Celebrations by being posted at various Mandals during the program to help the local police sort out mob management problems. But due to the onslaught of Swine Flu around the same time, the initiative was withdrawn much to the disappointment of the students. Better luck next time friends!!
- ✓ The PR (Public Relations Committee) have had a tie up with Financial Express (Indian Express Group). This first event as a result of this tie up will be held in the form of a Academic Quiz which will result in a finals with prizes sponsored jointly. We look forward to a mutually beneficial relationship with the esteemed paper in the future too.
- ✓ The college is gearing up to host a series of Research Seminars at the beginning of 2010. Happy Researching!!

### WINNERS AT TALENT THURSDAYS @ SIESCOMS

#### **✚ Music (Non Classical- Solo Singing):-**

- 1<sup>st</sup> Prize – Mr. Aditya ( PG-A)
- 2<sup>nd</sup> Prize – Ms. Pooja (BBM)

### 🏆 Music (Non Classical- Group Singing):-

- 1<sup>st</sup> Prize – PG
- 2<sup>nd</sup> Prize - BBM

### 🏆 Dance (Classical- Solo):-

- 1<sup>st</sup> Prize – Ms. Asha R.( PG-A)
- 2<sup>nd</sup> Prize – Ms. Neha R.(PG-A)

### 🏆 Dance (Classical- Group):-

- 1<sup>st</sup> Prize- Pharma Group
- 2<sup>nd</sup> Prize- MMS Group

*Well, here are a host of contributions from various quarters of SIESCOMS to SIESCOMS MESSAGING SERVICE for this month.*

### 🏆 A Good Reading During The Swine Flu Break By Shalini Rao. MMS – 1<sup>st</sup> year

*Three days in College and there came banging, an unexpected break, called Swine Flu Break. This idle and relaxed time drew me to read “Keep Off Grass” by Karan Bajaj. I found it to be a very apt book for the present mood. It is a story about this guy called Samrat Ratan who works in a bank in New York. It’s the perfect dream job. But Ratan decides to explore his roots in India and decides to do an MBA from IIM-A much to the surprise of his family and friends. His journey begins when he enters IIM and befriends Sarkar and Vinod. In their company he learns everything, from MBA to Life. He is also in the*

*process pushed to explore his inner self. The book is a good reading on the journey of a confused boy on his path to Self Discovery.*

### **✚ Odyssey Of A Woman By Prof. Rajesh Nair**

*She walks on rugged terrain with her face grimacing in pain. She walks miles with pots of water in her head. She keeps a step and looks above to keep the balance. The pain, agony, all for her family. In the notorious terrain where water supply is scarce. She walks with her head held high. Her children come rushing to her on seeing her back home.*

*Mother! Mother! I love you, And they give a tight hug.*

*The Pain vanishes, the Agony turns into Ectasy. She thanks Almighty for the Joys of Motherhood.*

### **✚ A Vacation In Disguise By Prof. Gayatri Vivek**

*The swine flu panic that took over the whole of Mumbai during 2-3 week of August did create fear and anxiety in our minds initially. But what followed was a welcome change..... We were officially given a week off from college.*

*Hurrayy!!!*

*That was what I felt.....like many others in the campus...*

*This was something unheard off in SIESCOMS...It reminded me of my school days when we would be thrilled to know of such surprise holidays.*

*The week long break really helped me Unwind..It was the first time I stayed indoors for such a long duration. I also got sufficient time to complete all my pending jobs that I had been postponing for Ages..Time flew so fast and before I could realize.....The “vacation” was over. As the saying goes..”Yeh Dil Maange More”, I had come in a state of inertia by then.*

*However, I was glad to be back in college on the first day after the break...Felt fully Refreshed and Charged. Wish such surprise breaks come along in the future too, of course not in lieu of a FLU.*

✚ **The Difference Between Focus on Problems and Focus on Solutions by  
Onisha Dhar – BBM-1st year**

*When NASA began the launch of astronauts into space, they found out that the pens wouldn't work at zero gravity. (Ink won't flow down to the writing surface) In order to solve this problem, they hired Andersen Consulting (Accenture Today).*

*It took Andersen one decade and 12 million dollars to develop a pen that worked at zero gravity, upside down, under water, in practically any surface including crystal and in a temperature range from below freezing to over 300 degrees C.*

*The Russians used a pencil...*

**Here comes the Birthday Bee with all the birthdays of this month**



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

## Birthdates of September 2009

### ❖ FACULTY

1. 6<sup>th</sup> Sept – Prof. Vatsala Bose
2. 10<sup>th</sup> Sept – Prof. Shalini Gulecha
3. 24<sup>th</sup> Sept – Prof. Swati Godbole
4. 26<sup>th</sup> Sept – Prof. Vikram Parekh

### ❖ OFFICE STAFF

1. 16<sup>th</sup> Sept – Ms. Manisha (Kartika) Sandip Rane
2. 23<sup>rd</sup> Sept – Ms. Pallavi Labde
3. 24<sup>th</sup> Sept – Sunil Chauhan

### ❖ STUDENTS

#### BBM

1. 4<sup>th</sup> Sept – Shraddha
2. 14<sup>th</sup> Sept – Shylesh
3. 15<sup>th</sup> Sept - Ketaki
4. 15<sup>th</sup> Sept - Rohan

#### MMS

5. 4<sup>th</sup> Sept – Vijita Nair
6. 8<sup>th</sup> Sept- Rohit Salunke
7. 15<sup>th</sup> Sept- Shreya Shetty
8. 16<sup>th</sup> Sept – Subhiksha Rai
9. 21<sup>st</sup> Sept- Sripriya Shekhar

Here is a glimpse of some of the moments of Talent Thursdays @ SIESCOMS....Happy Viewing!!



The Internal Events Committee during their initial days with Prof. Susen Varghese (In blue outfit) and Prof. Sandeep Bhanot ( In pink outfit) as Faculty Heads of the Committee 2009-2010

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 a 'Splendid September 09'.

Regards,

**Internal Events Committee**

**&**

**Prof. Sandeep Bhanot**

**&**

**Chief Editor**

**Prof. Susen Varghese**