

**Issue Three**

**February 2013**

# PRAMEYA

S.P. MANDAL'S  
**weschool**  
Welingkar Education

## Suit Up..



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# FOREWORD

PRAMEYA is the VOICE of WeSchool and the students' official bimonthly newsletter of Prin. L.N. Welingkar Institute of Management Development and Research, Bengaluru. The magazine is an initiative that reflects the WeSchool happenings and at the same time enhances thinking, reflective and writing abilities of the students.

The theme for this issue of Prameya is "Suit Up – The Placement Season". The newsletter starts with an article focusing on the importance of the Career Management Cell (CMC) in a B-School covering the span of activities carried out by the Career Management Cell for successful placement. We take you through some of the Do's and Don'ts to be followed during the placement interviews. The article also highlights the working of the WeSchool CMC.

The faculty interview section captures our CMC head, Professor Anuradha Mahesh's views on the ongoing placement season. In an in-depth interview she details the various hats the CMC has to wear during the two year season, the challenges they face, and she elaborates on the successful strides that have been made in the last few years by the WeSchool Bengaluru Career Management Cell.

This issue talks about the activities of the National Human Resource Development (NHRD), with a prime focus on NHRD all India meet that was conducted in Hyderabad. This is followed by the Quality Circle Workshop, a special column titled "Faculty Achievers" dedicated to some of the achievements of our faculty over the months of October, November and December. The students' section details our "Student Achievers" and the peace march initiative "We March For Our Women" campaign organized by the WeSchool students.

The issue wraps up with the Alumni Meet, activities of the WeSchool Rotaract Club, Christmas celebrations and an article on "Sports in India".

Prameya is now on Facebook, Twitter & Youtube. We wish you all a Very Happy , Prosperous and Progressive 2013 ahead.

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## Group Director's Address

***The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.***

– William Arthur Ward

Today the rules of the game have changed. We often hear about the terms such as globalization, triple bottom line, disruptive innovation, sustainability, technological revolution, social responsibility, ethics, governance and the list goes on. To keep abreast with these dynamic changes, there is a dire need for the students to develop global mindset, hone their leadership skills, greater awareness of self and context, holistic thinking skills, develop empathy & ethical perspectives & soft skills. At WeSchool all our efforts are towards grooming our students with these qualities and skill sets.

We work towards becoming inspirational teachers for our students. We have always focused to nurture our students as Global citizen managers. Our approach emphasizes the students to learn through application of acquired knowledge and as the next step delve deeper to make the meaning of the knowledge acquired by understanding their individual role and responsibilities towards business, relationships and society.

**Dr. Uday Salunkhe**  
**Group Director, WeSchool.**

***The principal goal of education is to create men/women who are capable of doing new things, not simply of repeating what other generations have done.***

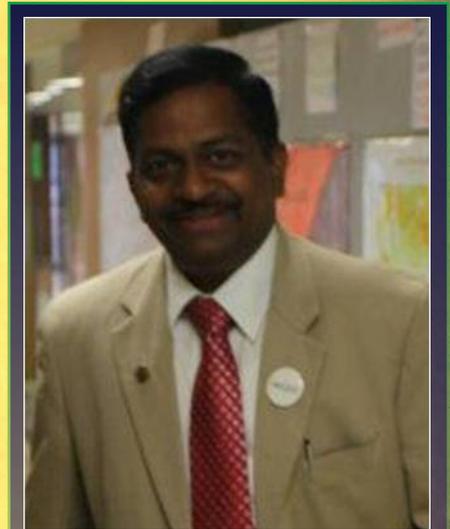
– Jean Piaget

At WeSchool we are deeply inspired by these words. Today emerging unarticulated needs and realities need a new approach both in terms of thought as well as action. Cross disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy – the mind's eye needs to be nurtured and differently so.

I view my job as two-fold: to provide the means for my students to succeed, whether that is through course offerings, research opportunities and more importantly to stand by them and with them as they make this two year journey with us.

Prameya the students' magazine of WeSchool in this issue touch upon the placement season issues and challenges. The summer Internship grind of the junior students is crucial, as well. The education provided in the two year course along with industry relationships nurtured over the years, result in the culmination of good placements at any B-schools.

**Dr. Anil Rao Paila**  
**Dean & Director, WeSchool Bengaluru.**



## Dean's Address

# 2012 Eisenhower Fellowship Program

Professor Dr. Uday Salunkhe was one among the 21 select Professionals to attend the 2012 Eisenhower fellowship program at United States held from September 29 to November 16, 2012. Each fall Eisenhower Fellowships holds a Single Region or Common Interest Program.

This program further facilitates cross-border linkages between alumni in these countries and benefit from the infusion of new, highly engaged Eisenhower Fellows.



***Dr. Uday Salunkhe***

This fall 21 outstanding professionals in diverse fields from Bangladesh, India, Pakistan, and Sri Lanka were invited to the United States for a South Asia Regional Program. Given the growing importance of these countries to each other, and continuing importance to the United States, this program came at an ideal time. The objective was to enhance existing relationships and foster new ones among leaders in the region which would help in influencing the future of South Asia and its cooperation with the United States.

About Eisenhower Exchange Fellowships: This is a private, non-profit, non-partisan organization created in 1953 by a group of prominent American citizens to honor President Dwight D. Eisenhower for his contribution to humanity as a soldier, statesman, and world leader. The organization engages mid-career (age 32-45) professionals from around the world to enhance their leadership skills, broaden their network of contacts, deepen their global perspectives, and unite them in a diverse, global community where dialogue, understanding, and collaboration lead to a more prosperous, just, and peaceful world.

# 2012 Eisenhower Fellowship Program

The 21 Professionals who attended the Eisenhower Fellowship Program were as follows:



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**21. Dr. Nipun Vinayak**

Nanded, INDIA

Deputy Secretary

Cabinet Secretariat, Government of India

**1. Jamil Ahmed**

Dhaka, BANGLADESH  
CEO · Journalism Training  
& Research Initiative (JATRI), BRAC University

**2. Zeba Bakhtiar**

Karachi, PAKISTAN  
CEO · Sagar Entertainment

**3. Amena Begam**

Dhaka, BANGLADESH  
Assistant Inspector General (AIG)  
Highway Police, Bangladesh Police

**4. Farzal Ali Dojki**

Karachi, PAKISTAN  
Founder & CEO · Next Generation Innovations

**5. Zaki Hasan**

Dhaka, BANGLADESH  
Country Director · Room to Read Bangladesh

**6. Najam Ahmad Shah**

Lahore, PAKISTAN  
Director (P.A.S) ·  
Directorate of Food, Government of Punjab

**7. Mehtab Khan (Maheen)**

Dhaka, BANGLADESH  
Managing Director & Founder · Mayasir Limited  
Chairperson & Founder · Arts Council Dhaka

**8. Shazia Toor**

Islamabad, PAKISTAN  
Deputy Secretary of Development and  
Deputy Proj Director Strengthening of Planning  
Monitoring & Evaluation Cell (SPMEI)  
Ministry of Industries

**9. Mohammed Arifur Rahman**

Chittagong, BANGLADESH  
Chief Executive  
Young Power in Social Action (YPSA)

**10. Prof Dr. Uday Salunkhe**

Mumbai, INDIA  
Group Director  
Prin. L. N. Welingkar Institute of Management  
Development & Research (WeSchool)  
Executive Board Member & Chairman  
Local Management Council  
Association of Management Development  
Institutions in South Asia (AMDISA)

**11. Shashanka Saadi**

Dhaka, BANGLADESH  
Director · Media Mix Enterprise

**12. Jayantha Fernando**

Colombo, SRI LANKA  
Program Director and Legal Advisor  
ICT Agency of Sri Lanka (ICTA)

**13. Praveen Chakravarty**

Mumbai, INDIA  
CEO · AnandRathi Financial Services Ltd.  
Financial Inclusion  
Unique Identity Authority of India  
Government of India

**14. Dr. Anuruddha Padeniya**

Colombo, SRI LANKA  
Pediatric Neurologist  
Lady Ridgeway Hospital for Children  
Colombo and Teaching Hospital, Kandy

**15. Dr. Shrikar Pardeshi**

Maharashtra, INDIA  
Municipal Commissioner (I.A.S.)  
Chinchwad Municipal Corporation,  
Pimpri, Pune, India

**16. Saliva Pieris**

Colombo, SRI LANKA  
Attorney-at-Law  
Supreme Court of Sri Lanka  
Director · Academy of Legal Studies,  
Centre For Professional Studies (CFPS)

**17. Dr Zeeshan-Ul-Hassan Usmani**

Islamabad, PAKISTAN  
Chief of Research · Interactive Group

**18. Kanchana Weerakoon**

Boralesgamuwa, SRI LANKA  
Founder & President  
Eco Friendly Volunteers (ECO-V)

**19. Shivnath Thukral**

Mumbai, INDIA  
Group President Corporate Branding  
Strategic Initiatives, Essar Group

**20. Heshma Wignaraja**

Colombo, SRI LANKA  
Director · ChitrasenaVajira Dance Foundation  
Artistic Director · Chitrasena Dance Company

# Suit Up! - It's the

It's that time of the year again when all the budding managers of various B-schools across India get ready to take a plunge into the "corporate world". While some look forward to it anxiously and greet it with much apprehension, others look forward to it with eager anticipation! The coming two months could pretty much determine the rest of their lives, as students finally see the light at the end of the tunnel. Over the coming weeks, they will be rewarded for their perseverance and endurance. All the formal education in their lives has led up to this moment. The topsy-turvy, exhilarating journey that is an MBA, will finally bear fruit.

When you hear of an MBA you automatically think that it will guarantee a huge enhancement to your career and salary, engineers and commerce graduates alike view an MBA as a sure shot route to success and that elusive dream job with a six figure salary. But is this really the case? Yes, traditionally an MBA is seen as one of the most effective ways to boost one's career in the business world and is viewed as a route that will see your earnings increase which also opens doors to better job opportunities, but it does involve a lot of time and money and it comes with no guarantees of success. An MBA will boost you faster and further up the ladder by developing your business, managerial and leadership skills. Your fellow students also add a wonderful networking element as they might spread out across the world after the course and work in different organization, which will give you useful connections and potential job opportunities for any future business.

One of the main risks that you are taking by doing an MBA is the fact that you are completely out of the job market for two years but at the same time there is education that gets added to one's credentials. We are all aware of the lack of jobs both in India and other developed countries so the bad economic conditions certainly are not going to make finding a job easier. A lot of stakeholders believe that the B-School is the primary factor to a student's placement. However a lot of the students who have successfully been placed don't necessarily come from the IIM's or the Harvard's of the world. One's attitude and what one does in those two years goes a long way in determining the nature of one's career graph. In the end we are all just students in fancy suits searching for a job, but to stand apart one should strive to have that little extra edge in oneself which should be reflected in one's resume.

There are three important aspects that will ensure you a successful placement:

- Resume

Resume is the interviewer's first acquaintance with the candidate. Not everyone can have that perfect CV with all the medals and academic qualifications, therefore one must learn to reflect one's resume to one's advantage. Showcase the best part of your professional career at the very beginning and in case you have work experience categorically highlight what you did in that particular company and what is it that you have gained in terms of skills, knowledge and managerial qualities. If you have participated in any live projects etc, do not beat around the bush and just write what exactly your project was about and what was your take away from it.

# Placement Season.

- Group Discussion (GD)

Students must be aware that GD's aren't just about speaking loudly and getting noticed by the moderator. Listening is one of the most important skills in a GD, especially when you don't have enough knowledge about a topic. Voice modulation is an important asset to help crack a GD. Remember it is about grabbing attention initially and then making them understand what you are saying. Most coaching classes would have prepared you for lengthy discussions on pressing issues like FDI in retail etc, but GD's aren't just about restating what you have read in newspapers and articles, they are about expressing your own ideas and also showing interest in other peoples thoughts and views and having a constructive discussion about them. You don't necessarily have to hog the mike, but make sure that when you speak you speak sense and that you have everyone's attention.

- Interview

The interview is where you have to market oneself successfully. Whatever you have done all through your MBA shall be reflected in your interview so it is important to do it right. Do not forget that in the first few minutes the interviewer's forms 7% of your opinion the rest is judged on how one reacts, in terms of their gestures and actions.

Here are some of the DO's for an interview:



**KEEP  
CALM  
AND  
CELL IN  
SILENT MODE**

- Always dress appropriately for an interview. Dress smartly, be attentive, speak with clarity and with confidence. Your personal grooming and cleanliness should be impeccable.
- Maintain good eye contact during the interview. Do not look worried or nervous. Try to be as calm as possible.
- Exhibit a positive attitude. Nothing can ever be achieved by being negative.
- Be thorough in your responses and at the same time be concise in your wording.
- Have intelligent questions prepared to ask the interviewer. Make sure you have done your research about the employer in advance.
- Be confident. Answer your questions confidently even if you have a doubt. Do not let the interviewer know that you are unsure or confused of your answers.

Apart from this one can quote real examples of when you have used certain skills. Just saying you've got a skill isn't enough. Take your time when answering the questions. Make sure you understand the question and take your time if you need to think. Most importantly, when the interview concludes, offer the interviewer a firm handshake and make eye contact.

Here are some of the DONT's for an interview:



- Do not make excuses. Take responsibility for your decisions and your actions.
- Do not make negative comments about previous employers or professors (or others).
- Do not give the impression that you are only interested in your salary; do not ask about your salary and benefits until the subject is brought up by your interviewer.
- A job search can be hard work and involve frustrations; do not exhibit frustrations or a negative attitude in an interview.
- Do not chew gum or smell of smoke.
- Do not allow your cell phone to sound during an interview. It is advisable to switch off your phone before an interview.

The most important thing is to be honest and be you. Be confident about who you are as a person and never try and be somebody whom you are not in an interview. If you get hired by acting like someone other than yourself, you and your employer will both be unhappy.

## CAREER MANAGEMENT CELL (CMC)

Every top B-school in the country today boasts of a Career Management Cell (CMC), a group of individuals who are the whole and sole of anything related to placements in the college. One of the cornerstones to the growth of WeSchool Bengaluru has been the CMC. Their continuous hard work and effort has not gone unnoticed. Each passing year, the students have only nice things to say about Prof. Anuradha Mahesh and her CMC team. They are deeply indebted to them for all the help they have received in shaping their careers. The CMC team headed by Professor Anuradha Mahesh comprises of Prof. Sudeshna P Reddy, Prof. Raghavendra B Deshpande and Prof. Shilpa Pathak. The CMC team is also ably aided by the Placement Council – an elected body of students who work tirelessly for the benefit of the entire college. The placement council is one such council that the Group Director, Prof. Dr. Uday Salunke selects personally. As a result of multiple interviews, a Placement Secretary and a Deputy Placement Secretary are elected for each batch and they become the one point contact for their respective batches.

So what does the placement council and the CMC do? Here is a small insight into the entire placement process – right from the initial collection of the resumes to the final offer letter. The first job for the Placement Council is collect the student data. They have to collate all the student resume's and certificates of their respective batches with updated preferences/specializations. Also, they are required to follow up with the students regarding any updates made in their resume with respect to competitions or any additional qualifications acquired during the 2 year tenure. This usually is the job of the "Data Manager". He has the entire list of students and their resume's segregated along the line of their specializations in one single file. One of the most intriguing features of the CMC and their team is that they strongly believe that the students should be the face of the organization when it comes to interaction with Corporate's and industry professionals. Therefore you will see the heads and deputy's of the Placement Council attend various meetings and conferences from time to time. These conferences basically have dual benefits – one is of knowledge to the students who attend them and the other is the chance to meet the who's who of the corporate world, to whom they can pitch their college to. Whether it is exchanging of numbers to build personal contacts or looking into the possibility of having a guest lecture, a round table conference or a We Café at the college, the initial interaction with a third party is always a pleasant and exciting one. Since our college has such wonderful platforms like We Café and the Roundtable Conferences, it is only common sense to make use of it to the best of its students interests. When we do have Corporate's visiting the campus, the CMC approaches them officially regarding openings in their company; be it for full time jobs, summer internships or live projects during the year.

Every placement council member comes into this organization with his/her set of contacts in the industry, yet our CMC follows the principle of One for all, All for One. All the members of the placement council are urged to put their personal interests aside and act for the benefit of the entire college. When they go to these events and conferences, they are representing WeSchool Bengaluru and everything they say or do will directly affect the entire college.

Prof Anuradha Mahesh being the commander in chief of the CMC; any formal interaction with companies is always be made through her. The placement process is a long and continuous one, one that does not end till each and every student of the batch is placed. The college and the students are deeply indebted to having such guardian angels working towards the betterment of the students. Their reward is of course the final placement day, when the placement council is on their toes to make sure all the possible needs of the visiting company are met. These include hospitality, coordinating with the prospective candidates, setting up the interview and GD rooms, crowd control etc. No bias is done with regard to the candidates - the CMC has only one aim and that is to ensure that more and more students of WeSchool Bengaluru get successfully placed. For many students an MBA is just a two year struggle, but for the CMC team, this is a continuous process, by the time one batch gets placed their ground work for the placement of next batch already starts. Each passing year, WeSchool Bengaluru has been achieving new heights with increase in no. of companies coming for campus placements. The credit for this goes to the CMC team, all the Placement Council members and our Dean Dr. Anil Rao Paila.

# FACULTY INTERVIEW WITH

Prof. Anuradha Mahesh has been with Welingkar Institute, Bengaluru campus since 2003. Having been first faculty of Bengaluru campus, she continues to be involved in many activities such as MDP, Placements, and Academic, apart from teaching Retail Management.

Prof. Anuradha Mahesh shared her views about the placement season. Here's what she had to say in an exclusive interview with Team Prameya:

**Q. Would you elaborate on the process that the CMC team takes up for the 2 years before the actual finale of the placement season? Any specific points you would like to touch upon?**

Ever since Prof. Dr. Uday Salunkhe took over the reins of Welingkar Institute, he had a very clear vision of making our institute world class. As a true visionary he also recognised the significance of having close and meaningful relationship with corporate world. Hence as an institute, we have consciously developed corporate interaction / interface for not just placement but many other aspects such as developing new programs, academic boards, research journal et al.

Over the years , this decision followed by uphill efforts by CMC teams in Mumbai and Bengaluru campuses have manage to create and sustain relations with top corporates across industry . Until couple of years ago we had tagline that says "Action speaks louder than words", with this philosophy and ethical performance, companies could recognise the potential that we offer, and this created good recognition.

At Career Management cell, we recognise that we are catalysts to bring in academics and the industry together to create meaningful career opportunities to students and thereby help building the brand of the institute. There are many initiatives we follow diligently to build relations with corporates like We Café's, Round Tables and Guest Sessions.



## **Academic Experience**

Associate Professor of Retail Management and the Head of the Career Management Cell at WeSchool Bengaluru.

## **Industry Experience**

Over 15 years of industrial experience in sectors like Media and Retail. She is a member on Advisory Board of CARBON fine jewellery.

## **Research Interests**

Her research interests include Business Diplomacy in which she is currently doing her Doctoral Thesis.

She was the Hon. Secretary of NHRD Network, Bengaluru chapter for the year 2011.

She has been a speaker on various forums such as FKCCI, ISB-Goldman Sachs etc.

# Prof. Anuradha Mahesh

## Head - Career Management Cell

**Q. We keep hearing that the recession is still not over in terms that companies have not really started their real hiring process as it was prevalent pre 2008. What are your thoughts on this? Do you agree and were you able to see a change this placement season?**

The topic of recession has often been discussed in management and economic forums. What stands out in this scenario this time around is the fact that Corporates across the globe are sensing the potential growth, however achieving that growth through tried and tested formulas may not work. So this creates uncertainty. The scenario in today's business context is unpredictable, invisible and highly dynamic.

Although it is the most interesting time, it's very challenging. In terms of hiring, my favourite word has been 'cautious optimism'. Companies are hiring, but not in buoyant manner. The approach is cautious. The focus is on hiring people who offer true value and high integrity; who also have the ability to handle 'ambiguity' (another favourite word of mine) at the work place.

So one could say that this was something I had sensed and so the CMC was prepared to manage the situation and live with it.

**Q. What has been the selection criterion for the companies? Do they look primarily at the academic performance; the previous work experience; summer internships or any other area?**

The global scenario has put the focus back on 'talent' and 'performance'. Therefore companies give equal importance to academic performance and work experience. Openness to handle career challenges, ability to be agile, risk taking abilities are some of the important criteria. Summer internships are definitely a differentiator, and from the students point of view it becomes an excellent tool for them to project him/her in a good way to ensure a certain placement.

**Q. Does the selection criterion differ from sector to sector as well? Can you give some examples?**

Selection criterion differs from sector to sector. One quick example will be between IT and Retail. The former may prefer engineers while the latter would prefer commerce graduates. Another example is that of some companies preferring students with work experience while others prefer to hire fresher's and then mould them.

**Q. What is the role of the WeSchool faculty in the placement process? What are the stages that they are involved in and how do they bring value in the whole process.**

Faculty members have been source of support from mentoring students to reaching out to companies. A successful placement season is not just because of the efforts of the CMC team alone, a lot of the credit goes to the faculty of WeSchool Bengaluru lead by our Dean and Director Dr. Anil Rao Paila. As we enter our sixth placement season, we have never been more confident about the quality of students coming through the ranks and this is entirely due to the faculty here at WeSchool.

Some faculty are more involved than the others and hence they form a vital part of the CMC team. I'd like to thank Prof. Sudeshna P Reddy, Prof. Raghavendra B Deshpande and Prof. Shilpa Pathak who ensure the smooth functioning of the placement activities.

**Q. What would be your advice to the younger batch of students? Could you suggest some of the dos and don'ts that would help them prepare for the placement season?**

This is most interesting question and deserves to be written as a full article. However let me share a few key learning's:

- Please start preparing from 1st trimester to get built in value in yourself with respect to building a knowledge base, learning new skills such as presentations, time management, research and most importantly attitude. Attitude is the one quality that separates the winner's from your everyday B-school graduate. Attitude is everything.
- Companies, who will be hiring in future, will not be able to spare time to build your career, the onus of career progress in on you. Start now.
- Be thorough in your learning. THIS IS IMPORTANT. Companies want real talent. Make the most of the two years of quality education that you are going to get.
- An MBA degree will not make you manager, your good habits will. Please imbibe a good work ethic and work habits. Inculcate qualities of humility and sincerity right from your college days and take it into your work life.
- You are not competing with students from neighbouring business schools; you are competing with managers from Michigan to Malaysia. Remember the fact that you are competing at a global level and for such intense competition, you must be doubly prepared.

# An Appreciation on Quality Circles

This half a day program was held at the Institute on Saturday Dec 1, 2012 from 10 A.M. to 12.30 P.M. This program was organized by Quality Circle Forum of India (QCFI), Bengaluru Chapter and was hosted by the OMAC (Operations Management Club) of the Institute and Professor V.R. Murli Mohan - Senior Associate Dean of Operations at WeSchool Bengaluru. Participants included students from WeSchool and from outside the Institute, as follows:

## **QCFI, Bengaluru Chapter:**

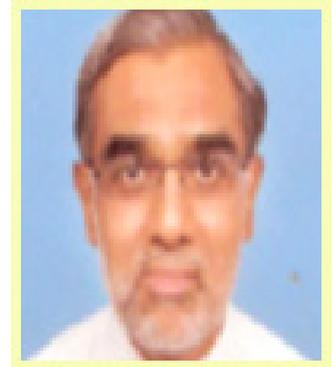
- B.N. Jagadeesh Prasad, Mentor
- K. Ramesh, Hon. Joint Secretary

**Quality Circle Team:** Ashwamedha from BHEL, Electronics System Div

**Work Area:** Quality Services for Control Equipment panels

**Case Study Presentation:** Health Tester for flat ribbon cables

- Dileep Kumar B C, Leader
- Pawan Kishore, Dy. Leader
- Pandurang Pauskar, Team Member
- Kalleshappa S N, Team Member
- Ravindra Paswan, Team Member
- Vijay A Johny, Facilitator



***Prof. V.R. Murli Mohan***

**Quality Circle Team:** Nalapak from Bosch, Audogodi Plant

**Work Area:** Canteen

**Case Study:** Improvements in Quality of 'Shavige Bhath'

- Devaraja - Team Leader
- Rajkumar V K - Facilitator
- Suneeta B G - Team Member
- Aparna Sampath - Team Member
- Rao Satyanarayana - Team Member
- Raghuram Reddy - Team Member
- Manjunath G - Team Member
- Venkatesh M J - Team Member

The program started with Welcome Address by Prof. V.R.Murali Mohan and was followed by presentation of bouquets to each of the outside participants. After this there was presentation by Mr. Jagadeesh Prasad on 'Quality Circles', their relevance to organizations, and the need for Management support to create and sustain Quality culture throughout the organization.

This was followed by QC presentations by BHEL and Bosch teams respectively. Both the teams stressed on (1) QC is a voluntary movement, (2) selection of a problem and a clear focus on it, (3) meeting every week for 1 hour at a specific time on a specific day, (4) High attendance around 90% on the average, (5) use of 7 QC Tools for solving issues on hand, (6) trial runs after root cause/s identification and corrective actions implementation, and (7) lastly, after successful trial runs, commencement of regular runs /establishing new SOP.

# National Human Resources Development (NHRD) Conference at Hyderabad

The NHRD Conference 2012 was held at HICC, Hyderabad for 3 days from 29 Nov 2012 to 1st Dec 2012. The conference had a mélange of speakers from various companies. Every speaker had a different style of leadership and different style of communication but everyone had one thing in common which was the zeal for more achievements through better ways.



*The delegates with Dr Anil Rao*

NHRD Conference at Hyderabad was full of learning's and amazing interactions with top notch of all various corporate who shared their valuable inputs and their perception about the industry. The who's who of the HR field were present to give valuable words of wisdom to each one present at the conference.

The three day conference saw some of the likes of Mr. Varinder Kumar Varma, DGM HR of Maruti Suzuki who explained his role in the organization and the challenges he faces a HR handling both skilled and unskilled labor. He also explained how he handled the situation at Manesar plant and how difficult the role of HR today has become.



*The Placement Council at the NHRD Conference 2012*

The highlight of the event was undoubtedly was the session of Dr. Abdul Kalam. His enthralling session was a treat to the ears to everyone present where he discussed about the Human Development Index (HDI). Overall the NHRD Meet in Hyderabad was a wonderful learning experience for all of us who represented WeSchool Bengaluru. We got the opportunity to interact and mingle with some of the prominent figures in the HR field and for that we have only our Dean Dr. Anil Rao to thank.

**- Ritesh Sinha**  
**EBiz Batch 2 (2012-14)**

# National Human Resources Development (NHRD) Trade Competition Meet

The NHRD Trade Competition Meet witnessed the presence of the top MBA colleges and Corporates under one roof where the objectives of the NHRD network were discussed.

One of them was to help the colleges get the best live project from the Corporates. Some of the colleges covered in Bengaluru were Christ College, New Horizon, WeSchool, MSRIT, Symbiosis, and XIME. The live projects were then assessed under various heads like - best project, best academic guide, best corporate guide, etc.

Students came up and talked about their summer internship projects. Here are some of the excerpts from the NHRD Trade Competition Meet 2012:

It started with Suchitra from Amity. Her project was on the needs of learning integrators in an organization like IBM.

Then Harsha from Jain College talked about the effectiveness of employee reference and working candidates. She also spoke about the perception of the candidates with respect to the BPO industry. Her mentors were then welcomed on the stage. Harsha's incredible work was duly implemented in an organization and it decreased the cost of hiring.

Raichel, the winner of that day from XIME threw light on the types of errors like managerial and technical errors and means to minimize them. The students could infer the importance of internal communication and its impact on workers morale.

Next Meera, the student from MSRIT discussed her project. Her study was on the effectiveness of employee branding strategy and the gap in the perception of current and prospective employees.

Priyanka from WeSchool made a presentation on organizations engagement, and culture in various stores of Mahindra's Mom & Me Retail. She gave crisp recommendations, one of them being that proper rewards and recognitions should be given to the employees to increase their engagement.

Susheel from Narsim Monjee College spoke about the problem in F2M, people and project management at the Honeywell Automation. He then concluded by recommending a three step solution which had elements ranging from virtual classes to case studies. The event concluded with the announcements of results and heart congratulations.

WeSchool Bengaluru's Prof. Savitha G Kumar - Head of Human Resources won the award of Best Academic Guide over the course of the day. Overall this event served as a good learning experience for the students of WeSchool.

**- Namrata Kakade  
Business Design (2012-14)**

# FACULTY ACHIEVERS

Participation of WeSchool Faculties in Workshops and Conferences

## Prof. Prakash V. Unakal

### Associate Dean, Business Design



***Prof. Prakash Unakal***

Prof. Prakash V. Unakal was the resource person at the Product Design Days, an Expo and Conference organized on 22-23 November, 2012 at the Chennai Convention Centre, Chennai. This meet was organized for product design firms, design tool companies and design institutes to interact and transact business with the Small & Medium Size Manufacturing Companies of India. Prof. Unakal spoke on the topic "Design for Manufacturing and Assembly". The essence of his talk highlighted the best of design practices by using minimum part count criteria strategy and the ten steps approach to follow while implementing design principles to reduce cost, time and effort.

He was also part of Jury Panel for iDesign Awards'12, a design award given for the Innovative Products showcased at the Product Design Day Exhibition.

## Dr. Githa S Heggde

### Professor and Head, Marketing

Dr. Githa S Heggde took part as the facilitator representing WeSchool, Bengaluru at the 28th National Case Writing Workshop conducted in association with AIMS at Prestige Institute of Management and Research, Indore during the period of 26-28 November, 2012. The objective of the Workshop was to encourage the use of case method as a pedagogical tool by providing rich inputs for improving the analytical, conceptual and design skills of the participants. It also provided a unique opportunity in developing and publishing case studies to be used in teaching and training sessions in view of inadequacy of suitable case literature reflecting Indian situations.



***Dr Heggde addressing the audience***

## Dr. Suvarna Parasnis

### Consultant and Professor of HR

Dr.Suvarna Parasnis represented WeSchool, Bengaluru as a resource person for the workshop on Foundation for Profitability organized by Confederation of Indian Industry, SME Cell, Bengaluru Chapter. The workshop was held on 30th November 2012 at Peenya Industrial Estate, Bengaluru. The workshop was conducted with the objective of creating awareness and providing mentorship assistance to SME's by exposing them to advanced concepts and tools of business thereby helping them to improve their profitability.



*Dr. Suvarna Parsnis*

Dr. Suvarna presented a talk on the HR module titled "Future with HR for SME's" which dealt with the challenges faced by the SME's in managing human resources and the various ways to address them by making use of different HR Strategies and tools. The workshop which was attended by several other corporate dignitaries also dealt with topics such as vendor management, Business Best Practices to name a few.



*The entire faculty at the National Case Writing Workshop*

# STUDENT ACHIEVERS

2012 ended on a high note for some of the students of WeSchool. as they made the college proud by winning major accolades in various competitions where various other B-schools participated. This section recognizes their achievements. On behalf of everyone associated with WeSchool, heartiest congratulations to the winners.

## Confluence 2012 - The Annual Business Summit of IIM Ahmedabad

The 3 day summit from November 30th to December 2nd which was attended by over 5000 students and more than 200 management institutes across the globe was a huge success. WeSchool Bengaluru was represented by many students, one of whom which won the 1st prize in the competition called "COMMERCIANTE" which which was a test of player's decision making in simulated conditions in commodity exchange market. Debopom Majumdar from the Business Design batch of 2011-13 stood first in this competition where he represented the college alone.



*Debopom Majumdar*

## Responsible Leadership Case Published

Swarup Kulkarni of PGDM (2011-13) and Sameer Vaidya of Ebiz-Batch I (2011-13) had presented a case on Responsible Leadership at National Convention 2011 held at XLRI Jamshedpur. The following case has been published. This National convention is a part of Center for Global Management and Responsible Leadership (CGMRL) which is joint initiative of XLRI and Loyola University Chicago to help and promote practices of Responsible Leadership.



*Sameer Vaidya*



*Swarup Kulkarni*

## Bengaluru Midnight Marathon

Fifteen students from the 2012-14 batch of WeSchool Bengaluru ran the "Bengaluru Midnight Marathon 2012" held at KTPO Whitefield on the 15th of December 2012.

All the runners finished the Target 10 Km run in a little less than an hour.

Congratulations once again to all the student achievers and we hope they achieve further successes in the future.



*The students at the finish line*



# We March For Our Women

## A WeSchool Initiative

The students of Welingkar Institute of Management, Development and Research (WeSchool), Bengaluru in collaboration with Electronic City Industrial Association (ELCIA) organised a peace walk "We March for our Women" at Electronic city in protest against the horrific events that took place on 16 December 2012 in Delhi.

The 3 km long walk included participants from corporates like Infosys, Siemens, Hical Technologies, Sinova Technologies, Aurigene Discovery Technologies Ltd, Capronics Pvt Ltd, Exasense Labs Ltd, Genpact India, Moog controls India Pvt Ltd and many more.



*We March For Injustice, We March For Change*

The youth from other B-schools as Symbiosis Institute of Business Management (SIBM) and International School of Business and Research (ISBR) also participated in this peace march.

# SAVE OUR



*Dr. Anil Rao addressing the audience after the march*



*The students of WeSchool after the march*

**S**ISWERS

# WE CONNECT: The Alumni Meet



***The Alumni with Dr Anil Rao and Prof Anuradha Mahesh***

The Alumni, Parents of the students and various Corporate's associated with the college were invited for an interaction on the 22nd of December, 2012. We at WeSchool consider the Alumni and their families as an integral part and they are always welcome to attend the various events happening on campus. It was heart-warming to hear the parents of the Alumni say such wonderful things about our institution and on behalf of everyone associated with WeSchool, we would like to thank them for gracing us with their presence.

**- Shahzad-UI-Haque  
(BD 2012-14)**



***The Alumni Session with the Marketing students.***

***Dignitaries from MTR Foods Ltd - Sushant Shetty, Rohit Khisty & Aneela Bajpai gave their opinion about "Preparation for an Interview" in the FMCG Sector.***

# WE CONNECT

This is a column dedicated entirely for the illustrious alumni of WeSchool Bengaluru.

This issue we caught up with Sandeep Banerjee of the E-Biz 2010-12 batch. He is now the Deputy Manager of the HR division at the Strides Arcolab.

**Q. Can you share with us your journey so far, after recruitment in the industry through campus selection at WeSchool?**

I have been associated with Strides Arcolab since my campus placement. The journey in Strides has had its own flavor; the projects handled by me till now have all been unprecedented. Initially I was handling the HR function for their Indian branded business. This business was a newly embarked journey which today is as old as my tenure in the organization.



**Sandeep Banerjee (E-Biz 2010-12)  
Deputy Manager, HR, Strides Arcolab**

**Q. What is your reaction to the following statement, “Talent crunch in Indian companies”? It is disturbing to note that according to a market study, as many as 65% scarcity still exists in the market in finding the right man to higher sensitive posts.**

I agree to this statement. Till now I have interacted with numerous B-schools pass outs and was not impressed with their employability. However the job market does go through such phases and one shouldn't be disheartened. If I were a student I would view this is an ideal opportunity to make a mark after graduating out of a B-school.

**Q. What is your advice for us with the advent of rapid globalization and surging economic changes? The preparations WeSchool should take to meet the challenges lying ahead in finding suitable employment opportunities and be industry-fit?**

There are many streams of study wherein textual learning helps, however a management course is all about conceptual learning. For me that is employability. This question does not have a simple answer. There has to be a multi-pronged approach which our faculties would definitely be thinking upon. It has to start right from the selection process for the intake. We can draw inspiration from Tata Institute of Social Sciences (TISS), where merely filling the number of seats is not a criterion, they only take-in students which fit their match even if they under fill the batch for an academic year. The critical question arises on how we handle the talent through the course? I feel they should be put through an absolutely rigorous grind which will eventually enhance their potential and make them good professionals.

# ROTARACT ACTIVITIES

## Rotafest 2012 Prelims

On the eventful day of Rotafest Prelims 3, we got a chance to represent the talent of Welinkar Institute of Management Development and Research. The four main events in the function were the Dance Competition, Mad-ads, Rotafest Prince and Princess and the Fashion Show.



*The entire WeSchool Team at the Rotafest Prelims*

In the end on of the dance groups of WeSchool made us proud by advancing to the next round. Our students also did well in the Rotafest Princess and Mad-ads. The finals will be held in early 2013 and we hope our students are victorious in the finals too.



*Setting the ramp on fire*



*Husn Hai Suhana!*

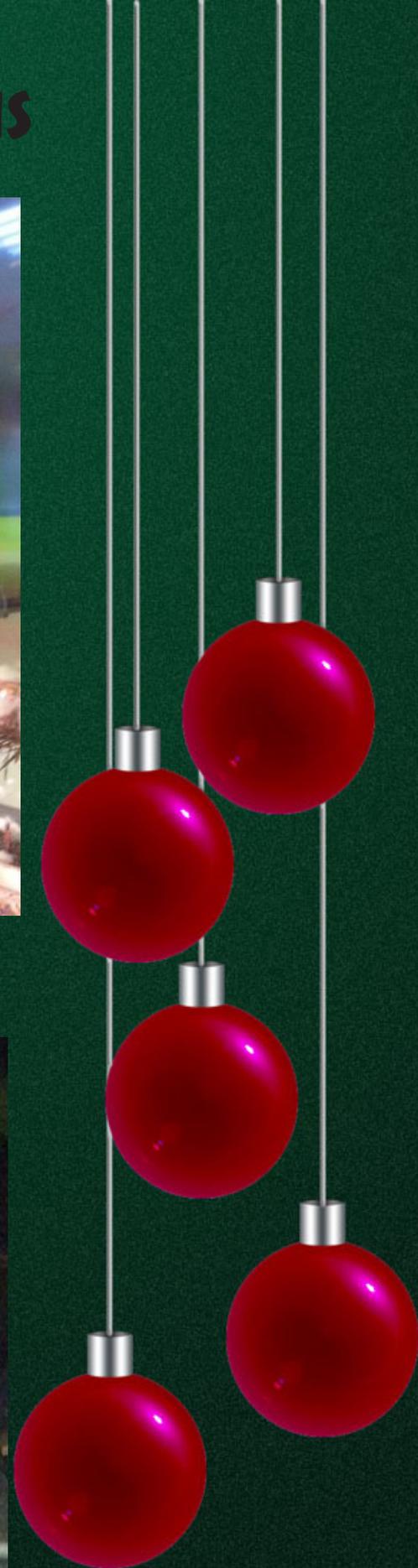
# CHRISTMAS CELEBRATIONS



*The best decorated class during Christmas  
EBiz 2 (2012-14)*



*Seasons Greetings!!*



# Why Cricket wins and every other sport loses?

- Vyankatesh Wakle (BD 2012-14)

Are we ready for Olympic 2016, FIFA World Cup 2014?

When it comes to sports other than Cricket, Indians think of the events played at Olympics as games played for fun while children in the age group of 5 or 6 are trained to win a gold medal in countries like China. By the time we spot the talent in kids and when they are serious about taking up the same as their profession, there are situations at home as children need to have the basic education and cannot afford to compromise with education and concentrate only on their sporting ambitions. Also at the same time, the kind of facilities provided by the nation to make a career in sports are below par. The main culprit is the craze of cricket that makes any child to take up coaching for the game, though they aren't successful at playing for district level or State level. They focus a lot on the game and when there is a need to concentrate and utilise the opportunities to make it big in the field, education needs to be given the first priority.

The question that many people ask is why India fails to deliver in the Olympics? Common logic would suggest that it is because Indians are poor, and thus more engaged in a daily battle for survival. However, the new theory suggests otherwise. It is poor social mobility because of poor infrastructure that leads to poor performance at the Olympics. This article cites the example of Portugal, which despite being a rich nation failed to win a single medal in the 1992 Olympics. However, as radio connectivity grew over the next four-years, Portugal managed to win two medals and has never drawn a blank ever since. The bottom line according to the study remains that better-informed people, perform better. The new research only proves that if India has to win more medals, it is time to realise, that the road to Olympics goes through a village.

"How hard can it be to form a decent team of 11 from a country of more than a billion?" Just having more people doesn't entail a country to have a good team. You can create miracles with a small group. Look no further than La Masia. So why can't Indians play good football? I'd like to shake hands with Russell Peters here and say that Indians are not built for football. The physique just isn't there. 80% of men are just taller than midgets and have samosas every evening. I'm not claiming that short men can't play football as Maradona broke that belief long back and Messi just slams the point home. But the fact remains that it comes naturally to them; football doesn't come naturally to Indians. Football is not a reflex; it is something that grows on us due to exposure.

Cricket is virtually a religion in India, and cricketers are gods. In other words, they secure for the Indian team a divine right of sorts to claim the World Cup as their own, and any team that deprives them of their rightful belonging is a usurper. Little wonder then that with such divine proprietary right already established before a cricket world cup begins, any loss by the Indian team appears surreal, and fans are wont to give vent to emotion. But the FIFA World Cup is a different matter. For a month, Indian cricket fans get collective amnesia, and celebrate the event with the rest of the world. Maybe after a couple of generations football might come as a reflex. Lack of resources has let them down otherwise we could've easily created a team of 11 slippery quick young men willing to give up a limb for their country.

## Reason for Failure of Indian Sports:

- **Infrastructure:** A Basic requirement for sports achievement is Infrastructure. Already entire nation is ashamed by Commonwealth Games Scam. International games itself faced lack of infrastructure in India, then what will be position of grass root level.
- **Lack of Passion:** Today sports in India are seen as a short cut to government post and higher education opportunities. Majority of Sportsperson don't have the passion to reach the international arean and represent their country.
- **No Proper Recognition:** For most professional sportsmen we don't recognize there achievement and honour. As for Norms of Indian Government only Indian medallist from international event gets monthly stipend and pension. Lower level Sportsperson receive low stipend to serve in profession of sports.
- **Excess Recognition for Cricket:** In India only cricket gets maximum attention and recognition. No sport other than cricket gets equal recognition and financial support, Cricket in India earns yearly revenue of more than 3,000 crores and combined revenue of all other sports is not even half of that of cricket.
- **Failure of Administration:** All Sports Authority Organizations in India are under the leadership of politians and business leaders. Various sports authorities mis-manage the funds allotted by the government.
- **No Proper Planning:** Indian government plan only when international events are near. We don't have long term plans of say about 30-40 years.
- **No Trainers:** No world class trainers to motivate and encourage true sportsmanship. So every time we look for a foreign coach. Trainers have to be provided with world class exposure.
- **No Investment and Sponsorship:** Every year a cricket player apart from matches earns around 50 crores. Whereas in other sports there is no option for such sponsorship. No one is ready to invest in other sports rather than cricket.

India's next generation of sporting superstars do not hail from the country's biggest cities they are from remote, humble and impoverished villages of unknown India. Many among them are little known and surprised us with their stellar performances.

The current education system needs to get children to come out and play. Basic health and hand-eye co-ordination need to be taught. How schooling teaches you to live life is what matters. And sports helps with this. Incentives for coaches also need to match up with the changing times. Earlier, a medal sufficed. International coaches today get paid 5 lakh whereas local experts are paid 5000, this doesn't help in inspiring coaches.

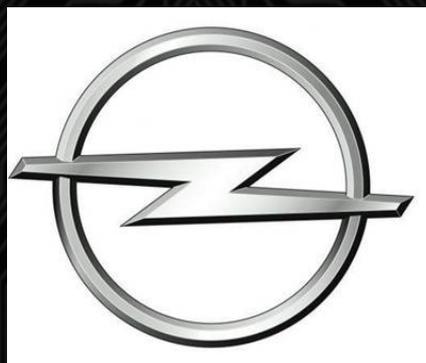
In order to provide universal access to sports and games, especially in rural areas, the Government introduced a new scheme called 'Panchayat Yuva Kridaaur Khel Abhiyan (PYKKA)' to promote mass participation in sports by providing basic sports facilities at the grassroots level throughout the country. It is hoped that this new scheme of National Rural Sports will get us the champions from the villages.

# PERSPECTIVES

## Car Logos Quiz

Given below are a few famous car logos, the first person to guess all ten logo's correctly will receive a goody bag from Team Prameya.

Please send your responses to [weschool.prameya@gmail.com](mailto:weschool.prameya@gmail.com).





THINK POSITIVE

GET OVERTOWN



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