“When one door of happiness closes, another opens, but often we look so long at the closed door that we do not see the one that has been opened for us.”

Helen Keller

From the Chief Editor’s Desk:-

Its SMS times again dear folks and behold… We at Internal Events Committee, come with yet another edition of SMS loaded with lots and lots of happenings at SIESCOMS.

We are proud to announce the induction of three more additional features to this magazine from this edition onwards. One a Dedicated SMS Picture Gallery titled “Yaadon Ki Tasweere”, two, a column called “Do You Know”…wherein certain interesting facts about people and things of SIESCOMS will be shared and three a “Guess Who” column which will be an interactive one fetching names of the people featured therein.

The Institute was rocking with activities and events. Guest lectures, Outbound Trips, MDPs, Sports, Freshers Party and the kind. SIESCOMS also featured in DNA dated 9th Sept for the Vedanta Session conducted by Ms. Jaya Row for the PG students. Financial Express was in the Campus with loads of goodies in the form of prizes and offers for the student community of SIESCOMS. (Catch these raw in the SMS Picture Gallery at the end of the magazine).

“Yukti Manthan” saw our Corporate Bigwigs placing the crown on the best Idea Research Project undertaken by the senior PG students. The PGs also headed off to their respective projects to kickstart their venture with their NGO’s. Hopefully, the hands on experience with the ‘Real India’ will prove be a distinctive encounter to know life better in all its terms and help them make ‘Socially Sensitive Managers’ of Corporate India.

The month was piled with festivities and India celebrated the victory of Good over Evil and people ushered in goodwill and brotherhood into their lives through Dassehra and Kolu.

Come October and the season for Festivities only boom further. Deepawali Greetings from IEC to all our readers of SMS. Here’s wishing the festival of lights reckons in peace, prosperity and good health to all your homes.

8th Sept was World Literacy Day and our Government released a very unique way of emphasizing the importance of literacy especially the language of English and Hindi amongst the rural masses. Here’s a glimpse of the same for all of you. Whoever said that our bureaucrats out there are running out of creativity?
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आरिवर काला अदार कब तक मैस कहलाएगा?
आओ, इस अन्तर्राष्ट्रीय साक्षरता दिवस पर निरक्षरता गिटाएं।
जनहित में जारी
GUESS WHO ???

(Friends, get your brains racking to trace the person in this picture. The person is one amongst us all. Please mail your answers to linktosms@gmail.com)

SPECIAL NEWS CHIPS

- The MDP on Stress Management went off very well and was appreciated by one and all. The participants particularly enjoyed the Meditation and laughter therapy conducted by Prof. Nitin Vazirani.
- The senior Pharma Batch of students spearheaded by Prof. Chitra went to Goa on an Experiential Learning tour. The students would have surely gained from their visit to Cipla.
- The following week saw Prof. Tambe and the senior Biotech Batch of students too visiting Goa on an Experiential Learning Tour. The visit to the UB Group, Tulip Diagnostics and Wyeth Pharmaceuticals proved indeed a rich experience for all the students.
✓ The PG students underwent a three day Vedanta Session by the renowned Ms. Jaya Row on the 2\textsuperscript{nd}, 4\textsuperscript{th} and the 7\textsuperscript{th} of Sept.

✓ The Teachers Day this year was celebrated with the students organizing an amazing show of talent in the college auditorium followed by the cake cutting. The BBM first year students showed their appreciation to the teaching fraternity by gifting the teachers with a beautiful pen accompanied by a wooden stand. The Internal Events Committee Students also presented the teachers with personalized cards hand made by the students along with a rose.

✓ The September Month saw the Financial Express Coming to the Campus for an Academic Quiz and a Debate with lots of prizes and offers. The program concluded on a melodious note by a flute recital performed by Mr. Subramanium (Manager – Financial Express) The Chief Guest for the occasion.

✓ SIESCOMITILES set the stage on fire with their hip hop steps of Western Dance as a part of the Internal Events Committee. The audience lapped up all the items of salsa, rumba, samba, cha cha, waltz, swing and ball. The excitement of the students sent the Judge, Ms. Mini Mehra (Head-Mini’s Dance Academy) too swirling on the dance floor with her items to the surprise and hoots of the students.

✓ Dr Prasad impressed the Faculty with his unique and standalone style of selling products during his addressal here.

✓ The students also were highly thrilled to participate in the various sports tournaments held in the campus.

✓ The team from Toshiba who came to meet the students, were all engaged in solving the different problems faced by them in their respective machines.

✓ ‘Mukhbir’ a thriller movie based on the life story of a national security informer, made by Mr. Mani Shankar, starring Sameer Dattani, Raima Sen, Jackie Shroff and Om Puri was telecast as a part of Internal Events. It kept the students glued to their seats with bated breath till the end.

✓ SIESCOMITILES participated in many inter college events and made their college proud of them by winning prizes in almost all of them. Kudos to the efforts of the External Events Committee. We extend our heartiest Congratulations to each one of them. Keep going friends....The skies are the limit......

**Major Programs / Events Scheduled for Oct 2009:**

1. 7\textsuperscript{th} to 9\textsuperscript{th} Oct, 2009: MDP on ‘Finance for Non Finance Executives’

The dates / programs are subject to change 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.

**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

**Dance (Western – Solo):**

- 1<sup>st</sup> Prize – Mr. Amrit (PG)
- 2<sup>nd</sup> Prize- Ms. Asha (PG)

**Dance (Western – Group):**

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

**Business Quiz & Debate ( In association with Financial Express):**

- 1<sup>st</sup> Prize - Prashant Deshinge (MMS) and Shradha B. (PGPharma).
DID YOU KNOW??

(As an introductory feature, Prof. Sandeep Bhanot relives his old days of SIESCOMS and his life as a SIESCOMITE student)

The first batch of MMS started on 28th September 1995 in the SIES College of Arts and Commerce campus at Sion (West). The sessions were held on the 4th floor of the building. The Gurukripa Hotel situated close by was the favorite hangout of the students who would make it their second home for all their breakfasts, lunch, snacks and tea breaks. The late Prof. Gopi who also happened to be the first Principal took charge therein. Sessions used to be held on all the 7 days in order to complete the syllabus by the forthcoming December. The class enjoyed the movie ‘Dil Wale Dulhania Le Jaayenge’ as a batch together at that time. The Nerul campus was getting ready by then. The first batch shifted to the Nerul campus on 8th Jan, 1996.

Any guesses, friends for the premises of the first classroom at SIESCOMS Nerul Campus????

Oh yes….They were held in the premises where the Corporation Bank exists today.

Under the able leadership of Prof. Neelakantan who took charge in Feb 1996 as the Principal of the Institute, SIESCOMS achieved newer milestones in its growing years itself. The SIES College of Management Studies was officially inaugurated in June 1996. The computer lab was functional by the end of 1996.

The first ever ‘Virtualities’ of that year saw a Two Day Event, the first day being held at the Fine Arts Auditorium, Chembur, wherein students participated in a ‘Business Quiz’ compered by the renowned radio jockey Mr. Harish Bhimani (Of All India Radio Fame & Television Shows) and the second day being held at the UTI Institute of Capital Markets, Vashi as a One Day Seminar on Business Issues.

The first batch of PGDBM came in July 1996. So it was the MMS batch who was the first and proud ‘Inhabitators’ of SIESCOMS which later became the home for other courses like PGDBM, PGDPM, MCA, PGDBBM.

Long live the memories of a youthful SIESCOMITE life at my alma mater!!!

The creative contributions from various quarters keep flowing. Enjoy them!!

Kuch Khass Shayari by Prof. Ramachandran

1. रिश्ते
   ये रिश्ते भी बड़े अजीब होते हैं, बबके अपने अपने नसीब होते हैं,
   जो निगाहों से दूर होते हैं, वही दिल के बहुत करीब होते हैं.
You'd better slow down. Don't dance so fast. Time is short. The music won't last.

Ever told your child, We'll do it tomorrow? And in your haste, Not see his sorrow?
Ever lost touch, Let a good friendship die, Cause you never had time To call and say,"Hi"

You'd better slow down. Don't dance so fast. Time is short. The music won't last.

When you run so fast to get somewhere, You miss half the fun of getting there.
When you worry and hurry through your day, It is like an unopened gift....Thrown away.

Life is not a race. Do take it slower
Hear the music, Before the song is over !!
reason it made me even sleepier. At one station, two other college girls hopped into the train and stood next to me. They started to talk about subjects I remember vaguely, subjects I had to deal with a few years ago, subjects that still evoke a feeling of dread in me- Mechanics, Applied Physics, Applied Chemistry (what was to be applied in them, I still have no clue), Basics of Electronics, C++. Oh God! My thoughts went back to the 1st semester of engineering college. How I used to run away from these scary subjects!

At some point in the conversation one girl casually mentioned that she had studied C, C++, Java and some other high funda programming language in school. I couldn't believe my ears. Did she say school?? Did she say learning Java when you are below 15 yrs old?? Is that even legal?? 100 questions popped in my mind simultaneously. Among all these questions was the main one which continued to trouble me for days to come- Is the world becoming smarter or am I growing dumber???

Today you will find even primary school kids using computers, laptops, internet just like we do. You will find children hooked to online games in a big way and are more active on social networking sites than we are. I did not even know what a computer was till I was 10 yrs old; using the internet came years later. The 1st (supposedly) modern programming language I learned was C, that too in my 1st year engineering course. Later, fresh out of college, reality hit me and I came to know how outdated C++ was even by the standards defined for my times. School homework was supposed to be copied from a friend’s notebook or to be done by our parents. Today kids go home to Google to find solutions for their homework. I realised the power of Google only when I started work on my assignments and projects in college.

Maybe the world is actually getting smarter by the day. Is it good or bad, is something which is open for debate.

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An interesting Management Lesson from the Panchtantra by Prof. Pooja Gupta

One day a dog lost his way in the jungle. He saw a lion coming in his direction. His heart skipped a beat and he thought “Today, I had it!” Then he saw a pile of bones. He turned his back to the approaching lion and started gnawing a bone and said in a booming voice “Wow, lion tastes wonderful. One more lion would make it a feast!” Then he burped loudly. The lion heard this and was taken aback. He thought “This dog is a lion eater. Let me run for my life!” The lion deserted the spot in a jiffy.

A monkey, who was sitting on a tree, witnessed the whole episode. He thought “This is a good chance to befriend the lion. I will tell the lion the truth and I need not be scared of him for my whole life. The dog saw the monkey pursuing the lion and understood that trouble was on its way. The monkey told the lion everything, how the dog had made a fool of him. To this the lion roared “Come, I'll end his game”.
The monkey sat on the lion's back and together they headed towards the dog.

Can u imagine how this DOG put his Management Skills to work.........?

The dog saw the lion approaching from the corner of his eye and yet again he turned his back to the lion and said loudly, “It's been more than an hour since the monkey left, he is incapable of even snaring a lion!”

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Yeh hota hai "MBA" by Mr. Anand M (PG ‘B’– 1st Year)

Yeh hota hai "MBA"
Woh raat ko late sona aur subah jaldi na uth pana
Par kya kare college toh hai jaana
Phir tayaar hokar bus stop par aana
Aur bus ka intezar karna jo humesha derse aana......

1st lec ka bunk ho jaana
seedhe 2nd lec ke liye jaana
vo boring lec ko bardash karna
aur un prof ki harkato pe muskurana......

phir sab ka kuch na kuch bahana banana
aur Dosa Plaza le jaana
waha full daba ke’ khana ......
aur relax hojana..........
aissa lagta hai Shayad isi pal ke liye sabka col aana....

Phir shyam ko RD chai peene jaana
Aur fresh hokar presentations banana....

Jab ek sath dus kaam sarpe aana tab bhi kisika na ghabrana,
Kabhi marketing ke liye dimag lagana toh kabhi idea pe research karvana,
kitni bhi ho tensions par aakir MANAGER ka kaam hota hai sabkuch sabal jana.......... 

Ye hai mera chotasa nazrana
Agar pasand aaye tho ek bar muskurana..........!!

Manjil unhi ko milti hai,Jinke sapno mein JAAN hoti hai,Pankh se kuch nahi hota...,Hauslon se udaan hoti hai"
Some Interesting Facts on the Human Body Sourced from the Internet–by Ms. Anubha Garg (PG ‘A’-1st year)

Our eyes blink on an average 6 times a minute.
When a baby is born, it has approximately 350 bones, however, an adult only has 206 bones.
Our eyes can distinguish up to one million colour surfaces.
The skin changes colours, during different expressions.
There are 60 muscles on face. It takes 20 muscles to smile and over 40 to frown.
When we touch something, we send a message to our brain at 124mph.
Our nose is our personal air conditioning system; it warms cold air, cools hot air and filters impurities.
The brain looks like a giant wrinkled walnut.
Your heart beats 60 to 100 times a minute, pumping between 70 and 100ml of blood with each beat.
The highest recorded “sneeze speed” is 165km per hour.

Source: 150 Amazing Facts

Memories by Ms. Sripriya Shekar (MMS -1st year)

(Memories are a way of holding back what u never want to lose...And its such a influential thing that can make you grin out of nowhere, that can force out tears when you are yourself unaware! That’s absolutely what caught my mind this time...)

Memories...

Away they have gone to a far land,
Never to come again, never to walk by my side
The puzzle seems to have gone awry with the pieces apart
Leaving the picture seem so incomplete.....so lifeless!
I wish I had a time turner, to get them all back
Hold on to those and never let them part
But it has begun to sink within me,
that to go back in past, is just myth, just a wishful thinking..

To learn from those and grow is the reality of life,
for ahead, the road’s long and there is a long way to go..

In the whole conceived conception of life
all that now remains, are lovely unwashed memories
which remain like footprints on sand.
Here comes the Birthday Bee humming the birthdays of this month........

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

“Sending warmest wishes to you on your birthday and hoping that the year ahead is filled with the joys of the very nicest kind.”

Birthdates of October 2009

❖ **FACULTY**

1. 2\textsuperscript{nd} Oct 09 – Prof. Ranjith
2. 5\textsuperscript{th} Oct 09 – Prof. Nitin V.
3. 6\textsuperscript{th} Oct 09 – Prof. P. P. Roy
4. 9\textsuperscript{th} Oct 09 – Prof. Rajesh Nair
5. 25\textsuperscript{th} Oct 09 – Dr. A. K. Sengupta

❖ **OFFICE STAFF**

1. 19\textsuperscript{th} Oct 09 – Mr. V. Muthukumar
2. 19\textsuperscript{th} Oct 09 – Mr. Yogesh

❖ **STUDENTS**

**BBM**

1. 1\textsuperscript{st} Oct - Vishakha
2. 7\textsuperscript{th} Oct - Shahbaz
3. 29\textsuperscript{th} Oct - Shara

**PHARMA**

1. 3\textsuperscript{rd} Oct – Vishal V
2. 4\textsuperscript{th} Oct – Gayatri P
3. 12\textsuperscript{th} Oct – Suhas B
4. 17\textsuperscript{th} Oct – Chirag Modi
Yaadon Ki Tasweeren
(SMS PICTURE GALLERY)
Here is a glimpse of some of the moments of Talent Thursdays @ SIESCOMS....Happy Viewing!!

1. Toiling to Nab the Prizes and Goodies during the Financial Express Quiz

3. Flushing it all out at the Freshers Party

4. ‘SIESCOMITES Rockkkk’ - Freshers Party

5. Friends Forever - Freshers Party
6. Picture Purrrrrrrfect - Freshers Party

6. Understanding Drug Formulation at Wyeth, Goa.

Taking a break at Ratnagiri Station Enroute to Goa
Beach Basking in Goa, Colwa Beach

We continue with our request to kindly, keep us posted any programs / events / achievements or any such incidents which may be of relevance to be a part of this magazine. We also look forward to your feedback to improve upon the quality of this monthly.

You may mail your news, contributions, pictures and feedback to linktosms@gmail.com.

The PG & the BBM students may get in touch with the Sub Editors, Ms. Pooja B – Mob – 09773505518 (PG) and the MMS & the Pharma students may get in touch with Ms. Shalini Rao – Mob – 9819226888 (MMS) for all your queries on the contributions to SMS.

Wishing you all an ‘Outstanding October 09’.

Regards,

Sub Editor – Ms. Pooja B( PG)
Sub Editor – Ms. Shalini Rao (MMS)

&

Prof. Sandeep Bhanot
Prof. Susen Varghese
Internal Events Committee