‘Life is lived in the present. Yesterday is gone. Tomorrow is yet to be. Today is the miracle.’

Introduction:

We at, Public Relations Committee 2010, once again extend a warm welcome to each one of you to SIESCOMS MESSAGING SERVICE (SMS) our very own, in-house, non academic magazine. SIESCOMS has been brimming with lots of news and happenings since the new academic year of June 2010 commenced and here’s SMS presenting most of them, to all of you, in a nutshell.

The month of June 2010, saw a lot of activity in the campus. Where on one side, the seniors of all the batches were super excited to share their summer project experiences with everyone they came across in the campus, on the other hand, were juniors who flashed a bagful of mixed emotions ranging from pleasure, nervousness, joy, anticipations and expectations on their faces, as they took their first step into the postgraduate times of their lives. The entire mood in the college was that of excitement and thrill. What bliss!! The campus which was plunged into silence with the exit of students into their summers and placements was now lit with laughter and gaiety, once more.

On entry into the academic session, the freshers from all the batches had to undergo the process of being a part of various student committees.

I take pleasure in introducing Mr. Ameya Prabhu, Ist year PG student as the sub editor for this issue of SMS Sept, 2010.

Students and faculty are requested to send in their feedback, contributions, queries and pictures of different events held to linktosms@gmail.com.

Kindly keep us posted on all the interesting happenings at your end, so that we incorporate the same, into the magazine, at our end.
Major Programs / Events from July to September 2010:

The National Conference, 2010-“Healthcare Management and its Challenges in India

The National Conference, 2010 was organized by SIES College of Management Studies, Nerul, on the theme – “Healthcare Management and its Challenges in India” is a thought provoking idea to encourage the budding talents to make their mark and to boost further the potential avenues in the plethora of Research for growth of the Indian Healthcare Industry.

The Conference was honored by the eminent professionals from the Healthcare Industry. The event was chaired by Dr. A. K. Sengupta and Dr. R. K. Shrivastava.

As an integral part of the National Conference, Research Paper and Poster Presentation was organized that received participation from talented students across India. The students focused mainly on growth drivers in Healthcare Industry such as Medical Tourism, Telemedicine. The posters depicted upcoming tracks in Pharma-Biotech fields, such as stem cell therapy.

Taking in the Pharmic fundas at the Conference

Flagathon

“Will Our Flag Fly High or beneath our feet shall die?”

These powerful words were the driving force behind the Flagathon event which was conducted by SIESCOMITES on 15th of August 2010.

Every year on Independence Day, the tricolour is displayed on cars, home and office windows and worn by people on their chest. But by nightfall, all respect and pride displayed in the tricolour disappears. Tricolours are found lying by
the roadside, thrown in dustbins and in some very sad cases, found still hoisted after sunset. This is an insult to the tricolour which is the symbol of our nation.

SIESCOMITES this year were determined not to let that happen. They targeted areas all over Mumbai. They spoke to people and told them about the importance of giving due respect to the tricolour. The tricolour was a symbol of our Motherland whether it was Independence Day or not. Like true MBA students, they convinced instead of coercing people. The event was a tremendous success. Petrol Pumps, housing societies, shops and establishments, rickshaw and taxi drivers as also pedestrians responded to the SIESCOMITES call and treated the tricolour with dignity.

Cheers to all SIESCOMITES and Jai Hind!

Shun Plastics whether as a National Flag or not. Live better lives

Little Treats

‘The best thing to give to mankind is charity’. The famous quotation by British biologist Francis Maitland Balfour, accurately described the ‘Little Treats’ charity drive conducted by Sahayog, the SIESCOMS NGO Committee headed by Prof. Durga Surekha.

Little treats was carried out from 6th to 7th September, 2010 in collaboration with Umang, an NGO for underprivileged children. The idea was to help the underprivileged children by donating old, clothes, books, toys etc. The response to the drive was fantastic. The SIESCOMites proved themselves extremely generous as Sahayog collected more than 17 boxes of books, clothes
and toys. The response to the drive and the continuous flow of generosity prompted the committee to extend the event by a couple of days.

**Annual Day**

On Annual Day parents, teachers and students come together in a moment of pride and satisfaction. For students it is pride and satisfaction in the result of their efforts, for parents and teachers the result of their patience and guidance.

The 16th SIESCOMS annual day held this year on the 9th of September was no different. There was an endless flow of prizes as students were honored for achievements in academics, sports and extracurricular activities. In the tradition of SIESCOMS, students who had made special contributions to the college in the areas of admissions, placements were also honored. The Best Student Aspiring Manager award went to Varun Sharma of PG-Pharma.

The unique aspect of the Annual Day was the camaraderie and ‘espirit de corps’ among the students. Prize winners walked up to the stage to deafening cheers by their classmates. There was a feeling of ‘Teri Jeet Meri Jeet’ to quote the immortal Amitabh – Dharmendra song from Sholay. At the end of the event students posed with their teachers who had been the guiding beacons in their path to success. They made a pretty picture, symbolising the teacher student relationship that SIESCOMS is known for.

![Prof. Sandeep and Prof. Sharmilla with the BBM Stu celebrating Annual Day](image-url)
Vyapaar

Vyapaar, a very distinctive event was hosted last week by the senior management students of SIESCOMS, Nerul. This event gives the participating students a platform to learn the nuances of business in a very practical manner.

The main purpose was for the students to learn skills like negotiations, assortment, financial management, etc making them ready as future businessmen and leaders.

“A very unique initiative, by senior students for the first year management students, which helps them to learn various management concepts in general and Marketing & Sales in particular”, adds Prof. Vikram Parekh, an Associate Professor in Marketing at SIESCOMS.

The students were required to buy certain products from the wholesale market and were required to promote and sell the same. There were a total of 17 groups, with 10 students in a group. Every group was to invest an amount of Rs. 2000/- towards their purchases. The products were sold to the faculty and other students in the college premises.

“This event was a great success with all the participating groups making a tidy profit with their investment of Rs. 2000 /-. Some groups have managed to make profits of Rs.4000 – Rs. 5000. In fact the combined sales of all the groups is recorded at Rs. 60000 /-”, Says Manan Valia – a senior year student, who conceptualized this event. Furthermore, there are plans to make this event an annual affair.

The event was an unbelievable real world experience. Like fighter pilots who are trained using flight simulator and combat exercises, the future pilots of the industry were trained by the event called ‘Vyapaar’. They learned to purchase, negotiate, check for quality, stock as per orders, price the products keeping room for discounts, convince customers, pack the orders, deliver them if necessary and above all learn to work as a team. The differential point system ensured that the participants marketed their products strategically. The event also brought out creativity from the participants. Participants used various media such as way2sms, emailing, posters etc. One group went a step further and marketed themselves on Facebook. They also named their group
after the event thereby blocking out other groups and making their group the centre of attention.

The posts on Facebook shared by the participants indicated how much the event had helped everyone. Exhausted by the event but enriched with experience, participants found the event a unique earn and learn program, an incubator for entrepreneurship and a testing ground for their managerial skills.

Saste Lelo! Acchhe Lelo! Shopping Spree with Vyapaaris @ Vyapaar Maidan

La Melange

La Melange, the SIESCOMS annual alumni meet took place this year on the 25th of September. Weeks of effort put in by the La Melange team bore fruit as the college campus was transformed into an al-fresco entertainment area.

Sisecomites rocked the evening with drama, music, dance performances and fashion shows. The show began with a musical performance of songs from the 90s. The songs were selected keeping in mind the alumni who had passed out since 1995. It was followed by a highly amusing skit that merged the all time cinegoers favorite Sholay with the numero uno TV serial CID. More music dance and entertainment followed. The grand finale was a fashion show by the students of PG that mixed formal wear with casual fashion. Dark suits, ties, white sneakers and shades worn by the participants increased the cool quotient. Inspiring speeches by the chief guests spoke of the bond between the institute and its alumni. A video of the campus, faculty, students and favorite hangouts set to the music of ‘Give me some sunshine’ from 3 Idiots heightened
the nostalgia. But the star of the evening was the La Melange Mascot, “Dextroswami”. Inspired by the cartoon character Dexter, Dextroswami combined intellect, innovation and simplicity. The suffix ‘swami’ was coined to give the mascot a touch of Indianness.

But what made La Melange special were the alumni. Three hundred and fifty of them, the highest in the history of La Melange, they were a far cry from the spotty boys and girls who had passed out years ago. Today, refined, confident, they were successful executives who held responsible positions in the industry. From young singles to family people, they had all done well in life. They remembered SIESCOMS as a place which taught them to be not just responsible managers but responsible individuals as well. They remembered with nostalgia the classrooms, teachers and the hangouts. There were joyful reunions between teachers and former students. The alumni had metamorphized into executives but in their hearts they were still the students who had passed out years ago.
La Melange was not just an alumni meet, it was a medium through which teachers and students reunited and interacted with each other. It was a day of memories, a day of fun.

Aaha…SIESCOMS was never missed so much before!!Long Live La Melange

Freshers’ Party

The joining of new employees, birth of children and the buying of a new car are occasions for celebration. Employees have welcome parties, children have birthday parties and cars have dinner parties. New students have freshers’ parties.
The SIESCOMS freshers’ party was arranged by senior PG and MMS students. The venue was Zenzibu; a pub-cum-disc at Koparkhairane. Food and drinks flowed freely as seniors and juniors mingled with each other. Unlike other parties, there were no awkward moments or introductions needed as all the partygoers had been members of the SIESCOMS family for the last two months. There were bear hugs and hi-fives instead of handshakes and hellos. The partygoers interacted on the dance floor, at the drinks bar, the starter counters and everywhere else under the Zenzibu roof.

The junior PG and MMS students, the populace for whom the party had been arranged had a gruelling summer placement session earlier in the day. But they arrived for the occasion, fresh and happy such was the enthusiasm among them. Toasts were raised to the students who had secured summer placements as their classmates thumped them on the back.

- **SOME SPECIAL NEWS CHIPS**

✓ In July 2010, Shara Batliboi, a third semester student of Biotech Management, SIES College of Management Studies, Navi Mumbai, was one of three participants selected to represent India at the Novartis International Biotechnology Leadership Camp (BioCamp) held from August 30 to September 1, 2010 in Basel, Switzerland. Shara Batliboi was awarded the prize as the winner of, and for outstanding achievement during, the International BioCamp. Shara had skillfully combining scientific and business knowledge and successfully completing the task of developing a business concept for a hypothetical biotechnology company investigating Alzheimer’s disease. Along with Shara, the two other winners were Gernot Guderian from the University of Basel and Yasuko Nakasaki from the University of Tokyo.

✓ On 15th September 2010, Kashyap Ananthraman, Parag Sathe and Amita Balasundaram of PGDM did SIESCOMS proud when they won the 1st Prize in the city round of the ICICI Aspire Music to Money Challenge. ICICI Aspire Music to Money Challenge was conducted in Association with Zee Business at the SP Jain campus. In the contest; Kashyap, Parag and Amita defeated Sydenham and SP Jain scoring the highest in city rounds all over India. For these guys, Delhi is next where in the Zonal Round they face competition from IIMs and XLRI.
Ellesh Bohra from PG won First Strategy at ‘Grey Matterz’ Management Strategy Contest at TERI University Delhi. ‘Grey Matterz’ judged innovativeness, teamwork and market research abilities of the students. Ellesh Bohra won against students from FMS, Symbiosis and Great Lakes Chennai.

The SIESCOMS flag flew high at Congruence management event at MET, BandraEllesh Bohra, Himanshu Jain, Bhupesh Bhute, Nikhil Karajgi, Monindro Saha from PGDM 2010-2012 won ‘Knights of Congruence’, a one day management event which tested financial knowledge and decision making skills of participants by putting them in the position of commodity traders. Also from Pharma 2010-2012 won ‘Olympian Harbor’, a two day mega event which tested innovative, creative and presentation skills of participants. They staved off competition from colleges like JBIMS, KJ Somaiya, Welingkar, IIT Mumbai etc.

Congratulations to Sneha Ramachandran, Abhishek Padukone and Kunal Kanekar from PGDM who participated in the NMIMS event Ecoprachar and secured second position. They came up with fantastic print, TV and radio ads for the competition for Honda Activa and Aquaguard. They were not only the audience favorites but also those of the judges.

Kudos to the team from MMS batch of 1st year students, constituting of Amrita Mali, Rahul Raghavan and Anish Pandhi who won the first prize at Mock stock event at the Chakravyuh event of Lala Lajpat Rai college. Keep rocking SIESECOMITES..... 😊

Once again we invite our students and the faculty to keep on sharing their creative instincts with us, here at SIESECOMS MESSAGING SERVICE.

Don’t forget to mail your news and contributions to linktosms@gmail.com.

Wishing you all an ‘Outstanding October 10’.

Regards,

Public Relations Committee
Chief Editor - Prof. Susen Varghese
Sub Editor - Mr. Ameya Prabhu