

From the Dean's Desk

I would like to congratulate the PR & Media Committee for taking this initiative. This newsletter bursts upon (the already overloaded) info-age environment.



My suggestion is that it has to be different. Don't throw it just yet. We mean to entertain, inform (educate!! Yet again?) and well, share. So long it comes from the heart it will reach where it intends to. The emphasis should be less on sermonizing and more on meaningful content. Our first effort is joint collective expression of our identity and culture- of what we are and what we stand out in the clutter. My call to you all is to drop your hesitation and share what you think you can.

Mr. Gautam Pherwani,
Dean Academics, SiMER

Wishes from DCR

"A task well begun is half done"

Congratulating the PR & Media Committee on the successful inception, compilation & publication of "SiMER Pulse".



Communication is defined as a process by which we assign and convey meaning in an attempt to create shared understanding. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. Use of these processes is developmental and pertains to all areas of life: home, school, community, work, and beyond. To enhance these skills through mutual exchange is the quest which continues through life. Also, excelling in listening, observing, speaking, analyzing and evaluating makes us different. It makes SIMER-ites-a better manager.

The objective of "SiMER Pulse" is exchange of understanding. Exchange requires feedback. Would request all readers of "SiMER Pulse" to send forth their feedback; bouquets or brickbats, so that it helps us in clearly defining the idea and purpose of "SiMER Pulse".

Mrs. Manisha A. Verma
Director- Corporate Relations,
SiMER

Message from Executive Director

"The distance doesn't matter; it is only the first step that is the most difficult."

I find these remarkable words very close to my experiences. Today, I am glad to announce that, Simerites have come across this phase, once again, and the first issue of "SiMER Pulse" is before us.



The initiative being taken up by the students is worth appreciating. I would also like to congratulate the sincere efforts of PR & Media Committee, for making this newsletter a success.

I am sure that this newsletter will act as a platform for its readers to come ahead with their views and thoughts and I hope that the newsletter will give a picture to the innovative notions of intellectual minds.

I welcome you all to another journey of knowledge and wisdom.

Happy Reading.

Mr. Ajay P Verma,
Executive Director, SiMER

CEO's Message

Communication is one of the major factors which differentiates the human race from other species. We have been able to make so much advancement in all spheres of life because of our ability to put across our thoughts and ideas to each other so effectively.



In management, communication can make or break a well thought / planned course of action. At SiMER a need was felt to enhance communication amongst the SiMER fraternity.

I would like to congratulate the PR & Media Committee to have come up with the idea of "SiMER Pulse", and thank them for putting in the hard work to bring the idea to reality.

This newsletter is intended to provide a formal platform to both students and staff to express their views and thoughts.

I would invite all the members of SIMER family to contribute and participate in this new beginning "SiMER Pulse" and try their best to nurture this idea.

Every great achievement starts with an idea, Hope that this endeavor finds its own pinnacle of success and achieves its due objectives.

Mr. Lokesh Verma,
CEO, SiMER

Retail Explosion in Chhattisgarh

Retail outlets, shopping malls, plazas, multiplexes... These buzzwords have become indicators of development in every part of the country today. Every day, various popular multinational brands are coming to India, and, on the other hand, the scenario today is proving itself to be one of the golden eras for the budding entrepreneurs to flourish. Should there be any reason, for our state to lack behind in the race?

Chhattisgarh has become a sought destination for the investors today. And these giants are not only the domestic ones. The pace with which the capital city, i.e., Raipur is growing is remarkable. The 55th largest agglomeration of the country is, no doubt, one of the fastest developing cities not only in the state, but also in the whole domain. And when we count Durg and Bilai together, the figures hike-up just incredible.

Retail industry is one of the thriving sectors in the Indian economy, and our state is nowhere out of the picture. The launch of City Mall 36 has already set the motion.

City Mall 36 was the first enormous shopping mall in this constituency, started on 16th of August 2007. The mall is having a built-up area of about 3,50,000 sq. feet, offering 4-screen, 1280 seater multiplex from the well-known brand INOX. It also enjoys the credit to introduce Future group's Big Bazaar Hyper-mart in this region. Globus, Wills lifestyle, Cross Color, Toy Story, Chique, Amoeba, Passport, etc., thanks to City Mall 36. The pilot project of Avinash Developers Pvt. Ltd. (ADPL), "The Magneto", is one of the names in the catalog that is going to be accomplished most early of all others, located on NH 6, towards the proposed new Raipur - Naya Raipur.

Magneto is going to have 6 lakh square feet of total build-up area, consisting various attractions like a huge atrium and food court, multiplex by PVR, a Disco/PUB, banquet halls, hypermarket, entertainment and gaming zone, etc., and ya! A huge parking space for as much as 700 cars at a time. So, no more parking problems now. Relax! Of course, the infrastructure would be class

on its own. After all, everything is planned and designed by the national luminous architect Hafeez Contractor, Mumbai. So lets tot-up for the month of June, to get introduced to various other brands like Westside, Harra, Long Horns, Moti Mahal Deluxe, Moustache...; and the list is countless.

Another big name in the retail garland for the city is "Treasure Island", located at Bilaspur Road, again, on NH 6. The mall offers multiplex by PVR, hotels, kiosks, gaming zones, etc., with anchor stores of Pantaloon, Big Bazaar, MAX, Pizza Hut, and many more are yet to join. The Mall will include a 100-room hotel, which tells how colossal the mall will be. The parent group, i.e. Entertainment World Developers Pvt. Ltd. (EWDPL), Indore is also having plans for a residential township, "Treasure City", adjacent to Samta Colony, Raipur.

There are various other projects in the queue, like Ambuja Mall having an investment of about Rs 300 crores; Mani Group's (Kolkota) 4 lakh Sq.ft. mall in the city; a 3.5 lakh Sq.ft. shopping mall by Prabhatam Developers, Future Group's Cinemax, Velocity III, RK Mall and few more, summing up to about 11 in the city. A

Regional Trade Centre on a 50 acre stretch is also being planned near Mandi. Omaxe will build an IT Park in Raipur.

Although most of the private companies have pitched their tent in the region, but even the State Government too is not lagging behind. Its RDA Mall is on the anvil, which is being cordially awaited by the populace. Commercial property development in Chhattisgarh will receive a boost with the Reliance group's investment of Rs. 1 billion in developing multiplexes in Raipur, Bilai, Bilaspur, Korba, Raigarh, Ambikapur and Rajnandgaon, whereas real estate market and infrastructural development has already taken pace in various parts. International Park Plaza, Sterling Resorts and Club Mahindra have displayed concern in setting up operations in places of tourist interest in Chhattisgarh.

(Cont. on Page 3)



ALL IT TAKES IS COMMUNICATION

Leadership, change management and communication are so intimately linked that it's really not possible to be successful at the first two without well developed communication skills. Part of success in managing organizational changes lies in the manager's ability to choose the right channel(s) of communication that match the context and to phrase the messages properly.

Leadership has as its corner stone, the ability to communicate. When we use the word communicate, we are referring not only to the words one uses to transfer factual information to others, but also to other "messages" that are sent and received. What might these other messages be? Related to change the leader sends a good number of messages like-a sense of confidence and control (or lack thereof) to employees, his or her own feelings about the change, a sense of purpose and commitment (or lack thereof), the degree to which he/she accepts the reactions and feelings of employees.

What Is Communication?

There are all kinds of models of communication, some basic and some complex. For our purposes let us say communication is "CREATING UNDERSTANDING".

Through words, actions, body language, voice tone, and other processes you send many messages about yourself, the changes, and your organization. This constitutes precisely one-half of the communication process. The second half consists of verifying that the message you intended to send was actually received and interpreted the way you intended. The only way that you can be sure you have created understanding is to listen to the people you are communicating with, and make special effort to encourage them to reflect back to you what they have heard (and what they make of it).

Communication and Change -- Who, What, When, How?

As a change leader you need to make decisions about who you must communicate with, what needs to be communicated, when you will communicate and how you will do it. We will take a look at each of these in turn.

Who?

Managers sometimes have a tendency to

communicate about change on a "need to know basis". The basic rule of thumb is that communication should take place directly between the manager and employees when employees NEED TO KNOW OR WANT TO KNOW. "You are better off over-including people in your communication, than leaving people out."

What?

If you need to determine what to communicate, keep in mind what you are trying to accomplish through your communication about the change. So give information that will reduce uncertainty and ambiguity regarding the change, pre-empt the hidden information system of the grapevine, so that you can ensure that incorrect anxiety provoking information is not spreading.

Another rule of thumb, when deciding what should be communicated, communicate as much information about the change as is available to you. Obviously, you need to exercise judgment where there is confidential and/or sensitive information involved, or when your information may be unreliable. Be aware that if you only have a small amount of information about a negative change, communicating it may increase anxiety levels and rampant speculation. If you choose to state your own reactions to the change, state them quickly (particularly if they are negative).

When?

The longer you wait to communicate details of change, the more likely you are to extend the period of adjustment. This is because, it is very difficult to "keep a lid" on anything in organization, and even if you are silent, your staff will likely hear vague things through the grapevine. Grapevine information tends to be sketchy enough that it creates a high degree of anxiety, and also a high degree of mistrust of management.

So, the earlier you communicate the less likely erroneous or upsetting information will come through the grapevine.

How? (It's the most difficult question to answer off all.)

Another decision you need to address is to choose between & how to communicate in group settings or in one-on-one meetings with employees. What are the advantages of each approach?

Communicating in groups ensures that each person present is hearing the same information at the same time. Group communication also allows people to interact with each other about the changes and can help people develop a sense of team, particularly in a climate of adversity. Communicating in groups also has some disadvantages. In many organizations there will be people who will not feel comfortable talking in a group context. But there are some issues that cannot be discussed within a group.

Communicating on a one-to-one basis has the advantage of privacy. When bad news is communicated, the person receiving the news is less pressured to withhold their reactions. One-to-one communication also allows

more in-depth exploration of the person's feelings, ideas and reactions to the change. A disadvantage to using one-to-one communication is that it may fragment your team. In general, it is wise to use both written and oral communication. The more emotional the issues, the more important it is to stress oral communication first. Written communication can be used as backup.

Finally, there is no substitute for good judgment, leadership and change management; not only leaders but everyone needs to be reflective and thoughtful about the ways they communicate. There is also no substitute for LISTENING, and receiving feedback from your staff and colleagues about how you communicate. Remember-communication never stops whether you do something or even when you do nothing, and so improvement will also never stop.

Rahul Rustagi,
Personnel Banker,
HDFC Bank

Events @ SiMER

Induction:

SiMER conducted the Induction Program (18th July to 22nd July) for its 3rd batch, 2008 -10. The induction program enabled the students to realize their enormous potential, and get them well-versed with the essence of management.

1st Anniversary of batch 2007 – 09

On the 8th of August, 2nd batch completed the 1 year duration successfully and the anniversary was celebrated by students with enthusiasm.

Independence Day :

SiMER celebrated Independence Day on 15th August. Mr. Ajay P. Verma, (Executive Director, SiMER) hosted the flag, followed by National Anthem by the students. Cultural activities were performed by students.

Krishna Janmashtami :

The birth of Lord Krishna was celebrated in SiMER with the celebration of "Matki Fod" on 23rd of August.

Birthday Celebrations:

As a tradition SiMER family celebrates the birthdays of the students every month. Warm Wishes to Ravishankar, Ramkishore, Vijayta, Tanushree, Ruchi, Ankur, Jitendra, Amarjeet, Amit, Dimple, Anand, Tarun, Soma and Kanak from the 'SiMER Pulse' team.

SiMER launched its journal : SiMER Pragati

Continuing with the practice of learning with leading, SiMER came a step ahead, launching its Management Journal : "SiMER Pragati" which is an international publication by the institute, and is 1st management journal by any of the autonomous management institute in Central India. The theme for the 1st issue was "Retail", for which research papers had been received from the renowned management thinkers all over the globe. The theme for 2nd issue is "Redefining Leadership in new era", papers for which are invited. Queries with regards to subscription of the journal and submission of papers is invited at "pragatithejournal@gmail.com"

Management Jargons

Management jargon is a combination of words, phrases, and sentence constructs which can be used to obscure a statement. Jargon is less specific and thus less clear than ordinary English. Occasionally, management may use jargon to hide their own lack of knowledge when answering employee's questions.

To start with, let us begin with some jargons, their meanings, and usage.

1. Accommodate concerns

- Make room for opinions
- Make an allowance for a preference
- Tolerate a different point of view

"We will try to *accommodate your concerns*"

2. Band aid

- A quick temporary fix which when the fix works, is frequently ignored because of the higher expense to permanently fix the problem.

"Can we put a *band aid* on the problem?"

3. Calm market

- A steady price

"We are experiencing a *calm market*"

4. Deal with

- Handle and/or dispose of something in such a way that it may not solve and/or answer anything directly
- A postponement and/or avoidance

"We will *deal with* that when the time comes"

5. Effect the production

- To reduce output
- A reduction in output that is not desired

"The weather may *effect the production* of corn"

Sunil K Patel
PGDM II,
SiMER

sunilpatel.simer@gmail.com

“PEOPLE DO NOT PLAN TO FAIL, THEY FAIL TO PLAN”

“Commitment and Quality are the key words for Mr. Vinod Jain, Managing Director, Deshlehra Industries Ltd. Mr. Jain is a civil engineer from GSITS Indore. He is in the business of industrial fabrication since 1992, and has emerged as a renowned industrialist, as well as a kind philanthropist in the society.”



SiMER Pulse: Sir, would you like to tell our readers something about yourself?

Mr. Jain: Basically I use to write Vinod Jain. By profession I am an engineer, did my engineering from GSITS Indore Civil branch in 1990. Got married, having a daughter and a son. So am having a complete family today, and well settled professional as well as personal life. As far as my hobbies and interests are concerned, I love driving. Also, I like to utilize my spare time in photography, as well as reading.

SiMER Pulse: Would you like to tell us about your business?

Mr. Jain: Being an engineer, I always thought of to have some constructive activity which take some shapes, drawings, designs, form of feasibility, etc. So, industrial fabrication clicked in our mind. We had different peoples who were already in this line in Bhilai. Since the beginning itself, my business group, or I should say, my family has guided me that any act of mine should always be quality oriented. Whatever you say, the commitment must be there. Thus, from very outset of fabrication too, we have went for the quality work, and it's the result of that hard and quality oriented work of us, that we are here today.

SiMER Pulse: When you look back to the beginning, what were the initial hurdles during the start up of your new business? How did you handle those challenges?

Mr. Jain: Being started as a fresher, I too had lack of practical knowledge, as most of the universities emphasis more on theoretical aspect. In our times, the situation was even more critical. But basics, of course, always help you in life. Commercial impact, and forming a good team, which will work as per your requirements, as per your mind setup, is very challenging. If I feel to do the job this way but if your people don't have similar thoughts about the situation, things go very difficult. After all, I am not going to do the job. It's the team which is going to work.

SiMER Pulse: Formation of Chhattisgarh as a new state has come with many changes- political, economic, social, etc. So in light of all these changes, how supportive is the business environ-

ment here for any entrepreneur?

Mr. Jain: See we are in this business since 1992 and Chhattisgarh was formed in November 2000. So after Chhattisgarh becoming the separate state, political environment is one issue which has changed considerably. And apart from that there are a number of other issues too. If I put them in priority wise, political scenario may be I will put in later part. Because once your business becomes really very big- where various political decisions are required; then it effects.

SiMER Pulse: How do you handle competition?

Mr. Jain: As I told earlier, the two things, quality and the schedule, help you a lot, even from the starting to the end. Customer satisfaction is most essential. Since the beginning we have been practicing it as a policy. We never thought of short term profits.

SiMER Pulse: What are the HR challenges in your organization?

Mr. Jain: From the very initial, the people who are liable and efficient, we have always tried to save their interest too. Though at the beginning we were very small, but their interests, their responsibilities like their family, home, etc; for such matters we have always provided them the complete freedom to look for, but the completion of work was mandatory. We have not made the time-bond office type system. It is a time-bond work type system.

SiMER Pulse: Your views about Corporate Social Responsibility (CSR)? How far do you and your firm find to be engaged with it?

Mr. Jain: Although CSR has emerged as a term in recent past, but we have been practicing it since the day one; either in the fashion of time, or money. My grandfather was the president of “Gausshala Samiti”. I am linked to the JCeEs, and my father is associated with different committees for social welfare causes. Wherever our factories are situated, we use to spend time and money for the education, festivals, health purposes, etc. We have always come forward for the benefit of the local.

SiMER Pulse: What are your views regarding today's education system? Do you feel there is any

scope for amendments?

Mr. Jain: What I feel is that the concept of project should be in at least 3 to 4 semesters in graduation courses, rather than in last semesters as we are having today. It should not be like projects are asked to be done only at college levels. Students should get field exposure even at higher-secondary level. Minor projects can be given to them, as per their fields of interest. They should get the feeling how the people are working in the competitive scenario, as the age for maturity level has come down to a great extent.

SiMER Pulse: How do you see year 2008 for your business prospects?

Mr. Jain: We are very hopeful. People, do not plan to fail, they fail to plan. See everything takes shape in 3 steps. First of all, it gets a picture in our mind, then you draw a sketch plan of it, and then finally it comes to its original shape. Planning is very important. You should have a good plan, and once you plan it, you don't have the time to re-plan it. So we are hopeful enough that this year is going to be very fruitful for our business.

SiMER Pulse: What are the hopes you are having from the youth, and what message you would like to give them?

Mr. Jain: The level of education and maturity you all are having is very much appreciable. So this zeal you all should put into your work, after completion of your education. Try to make India boost. Don't run for jobs in other countries. You all are having ample potential and are fabulous, and our country too is a land of opportunities today. Be always ready to give your maximum for the development of our country. Ultimately you are getting from this society only. And my message is also that make your mind clear for the long term acts. Don't go for short term profits. So don't switch to one organization to other for merely short term profits. You will be the winner.

SiMER Pulse Desk

Retail Explosion in... (Cont. on Page 3)

One of the most respectable business houses in the country, the Tatas are already set to crown the city with the Taj, i.e., a five star hotel, The Taj.

What are the reasons behind the keen interest of investors particularly in this region? Creation of Chhattisgarh as a separate state and Raipur as capital can be considered to be in the top of them, which has led to adding an administration function to the existing trade and business function. This has also led to migration of scores of heads in the city, which raised the population promptly, and thus, the demands. And this is not the end of story. The declaration of establishment of new capital – Naya Raipur, which envisages an addition of about 6 lakh population by 2020 is also one of the prime reasons for increase in land transactions and development activities.

Raipur is located in the heart of the state and occupies a strategic position on the national transport network, which includes 4 national highways, broad gauge and narrow gauge railway connectivity and air links with other important cities of the country. With the construction of

four-lane, logistics and supply chain management has become more efficient. Raipur has been the center of trade and business activities of the state too.

Abundant availability of natural resources, electricity and low labor costs have collectively stated into large-scale industrial development. Moreover, Raipur, Durg and Bhilai account for almost half of the total urban population in Chhattisgarh.

It is India's biggest iron market and all major and local cement manufacturing companies have a presence in the city, and is believed to become one of the highly developed cities of India and the commercial capital of central India.

Spotted under Jawaharlal Nehru National Urban Renewal Mission, Raipur is enjoying the opportunity to spend more than 700 crores directly for the development purposes.

Let's have an overview of the economic condition and market dynamics of the city.

The current population of the city is about 12 lacs. Broadly, about 20% of the working population is engaged in business activities, 20% comes under private undertakings, and a major part of the pie goes to the rated employees, which is

about 30%. About 5% of the working population is government employees. All these figures count to affluent population of the city, which is 36.30%. Thus, it indicates a good market potential in the city.

19.24% of the crowd comes under high FMCG spending heads, which again is a motivating force for the market. Although the percentage of people spending highly on consumer durables is quite low (13.64%), but it clearly indicates that there is huge scope in the market for the same.

The Market Intensity Index for the Raipur market is 86.50, which is a measure of the actual number of transactions taking place in the market in relation to the potential number of such transactions.

The car and phone owning population in the city is 7.32% and 15.35%, respectively, which shows that there is a huge scope for the relevant companies for their products and services in the city.

Even the growth figures are highly lucrative. Roughly, the city is experiencing an employment growth by 30% per year, and a population growth rate of 15%, both of which clearly indicates the raise in demand for products the market is

going to have in near future.

As literacy is growing at a pace of 30% in the city, the awareness of consumers regarding various brands and products is also increasing, with the higher reach of (newspapers, magazines, television) on the population. And the city is already having a literacy rate of 72%, which is higher than the national rate of 59.5%.

Although people are more comfortable today in spending a part of income on various goods and accessories, a saving growth of 65% ultimately refers how vastly the disposable income is going to rise.

Substantial hoist in the number of schools, colleges and universities in the region is again a matter to thrive the market, as youth is the major spending group. And how can we overlook the mounting profits made by Bhilai Steel Plant year after year.

Well, the reasons are many, but one thing is sure, that the city is going to have a ball of time in retail buzz, and the ultimate winner will be the consumer. Let's be ready. Its time for us to be the Czar. Enjoy!

Team Placements,
PGDM II
placements@simer.in

Placements at SiMER

SiMER achieved a new horizon when the promising managers of its founder batch entered the corporate arena in flying colours. With 50 offers for 24 students, every student had a choice to enter a company of their own choice. SiMER achieved 100% placement, with a highest package of **5.5 lacks per annum**.

Moreover, on completion of 1st year of their PGDM Program, the students from PGDM I completed their Summer Internship Program from various corporate houses across the country.

Lets have a look on the offers in hand to the promising managers of SiMER Batch 2006-08:

Name Of Student	Offers in Hand
Mr. Abhishek Singhania	Everonn Systems
Mr. Akhilesh Kumar	Sriram Group, HDFC Bank, Indiabulls, Cipla
Mr. Anil Mohan Kurup	Cipla
Ms. Bharti Sahu	Indiabulls, Career Launcher, Karvy
Ms. Gayatri Zankiani	Indiabulls
Mr. Gurjinder Singh Kahlon	Sriram Group, HDFC Bank
Mr. Hitesh Kumar Sahu	Sriram Group, Indiabulls, Cipla
Mr. Jerin K Varghese	Career Launcher, NECO
Mr. Manish Kumar Sharma	NECO
Mr. Manoj Kr. Vishwakarma	NECO
Mr. Mohsin Khan	Lorry Balmer Oils
Ms. Neha Jain	Indiabulls, HEG, Navbharat
Mr. Pankaj Pandey	Sriram Group, Indiabulls, Cipla
Ms. Parul Tiwari	Indiabulls,
Mr. Priyank Shukla	Indiabulls, Naukri.com, Cipla
Ms. Purnima Kharya	Sriram group, Indiabulls, Karvy
Mr. Rahul Rustagi	Career Forum, HDFC Bank
Mr. Rama Rao	Indiabulls, Cipla
Mr. Ravi Kant Agrawal	Sriram Group, HDFC Bank, Indiabulls, Cipla
Mr. Rupesh Kumar Chajjed	Sriram Group, HDFC Bank
Mr. Sapna Rani Kundu	HDFC Bank, Indiabulls
Mr. Sumeet Soni	Career Forum, Career Launcher
Mr. Suresh Soni	Sriram Group, Metlife Insurance
Mr. VenuGopal Sahu	ICICI Bank

Name Of Student	Project title	Worked at
Mr. Anish Singh	Financial Analysis of Jayarwal NECO Industries Ltd.	NECO, Raipur
Mr. Anand Bhan		BALCO, Korba
Ms. Anshul Jain	Cross selling of insurance: reasons and benefits of the same in regards with DRG BANK	Durg Rajnandgaon Gramin Bank, Rajnandgaon
Mr. Bhupendra Dhuva	Building Leadership (Strategies, Policies and Processes)	National Thermal Power Corporation, Korba
Mr. Chanshyam Sahu	Market Testing of Chicken McNuggets	Mc Donald's, Mumbai
Mr. Jitdeep Chaudhari	Financial Services Provided By Kotak Securities	Kotak Securities, Bhilai
Mr. Loknath Row	Study of Customer's Psychology towards Financial Products of Karvy	Karvy, Ambikapur
Ms. Manisha Sarker		Bhilai Steel Plant, Bhilai
Mr. Mayank Kukreja	Launch of a Training Consultant at Mumbai	Bombay Consulting Associates, Mumbai
Mr. Om Prakash Mishra	Market Testing of Chicken McNuggets	Mc Donald's, Mumbai
Mr. Piyush Shukla	Mall Marketing	SGS Mall, Pune
Mr. Prashant Kumar (Ikey)	Study of Customer's Psychology Towards Financial Products of Karvy	Karvy, Ambikapur
Mr. Ramkishore Domar		BALCO, Korba
Mr. Ramashankar Yadav	Market Testing of Chicken McNuggets	Mc Donald's, Mumbai
Mr. Ravishankar Rastogi	Financial Services Provided By Kotak Securities	Kotak Securities, Bhilai
Ms. Ruchi Jain	Launch of a Training Consultant at Mumbai	Bombay Consulting Associates, Mumbai
Mr. Santosh Singh	Market Testing of Chicken McNuggets	Mc Donald's, Mumbai
Mr. Shabbir Hussain		Airtel, Raipur
Ms. Sheetal Pandey	Mall Marketing	SGS Mall, Pune
Mr. Sudheep Sharma	Market Testing of Chicken McNuggets	Mc Donald's, Mumbai
Mr. Sunil Patel	Building Leadership (Strategies, Policies and Processes)	National Thermal Power Corporation, Korba
Mr. Tanishore Kundu	Financial Analysis of Jayarwal NECO Industries Ltd.	NECO, Raipur
Mr. Vijay Rai	Wholesome Activities of Business H.R. in Retail Industry	Big Bazaar, Raipur
Ms. Vijaya Thantharate	Wholesome Activities of Business H.R. in Retail Industry	Big Bazaar, Raipur
Mr. Vivek Burchhor	Market Testing of Chicken McNuggets	Mc Donald's, Mumbai
Mr. Yogesh Dhanekar	Domestic Market of Big Bazaar in Raipur	Big Bazaar, Raipur

Know your Colleagues

Name : Nishant Sahu

PGDM Trimester: Trimester I, PGDM I

Qualification: B.Com, Shri Shankaracharya Mahavidyalaya, Bhilai

Hobbies: Playing Guitar and Cricket

Dream of life To be a successful entrepreneur

My role model: Mr. Narayana Murthy

e-mail id.: nishantsahu.simer@gmail.com



Name : Sheetal Pandey

PGDM Trimester: Trimester IV, PGDM II

Qualification: B.Com, Vipra College, Bilaspur

Hobbies: Listening to music, interior decoration, dancing

Specialization: Marketing & HRM

Super Specialization: Retail Management

My role model: Ms. Kalpana Chawla

e-mail id.: sheetalpandey.simer@gmail.com



For next issue, our kind readers are requested to mail us their views on the topic : "Should cell phones be banned in college campus?", either in favor or against the topic. Best articles would be published in next issue of our newsletter SiMER Pulse, under special column.

For feedback, articles, suggestions, , and queries with regards to sponsorships, kindly mail us at pr.simer@yahoo.com

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