



2020

The Matrix Educational Foundation's

# MATRIX SCHOOL OF MANAGEMENT STUDIES

## MATRIX KALEIDOSCOPE

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## Publisher

The Matrix Educational Foundation's  
**Matrix School of Management Studies Pune**

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The Matrix Educational Foundation's  
**MATRIX SCHOOL OF MANAGEMENT STUDIES**  
NAAC Accredited with B+

Approved by AICTE, Affiliated to Savitribai Phule Pune University & Recognized by Govt. of Maharashtra & DTE  
Recognized under section 2(F) of the UGC Act 1956

**MATRIX  
CAMPUS**



The Matrix Educational Foundation's  
**Matrix School of Management Studies**



1. The Matrix Educational Foundation's has been established in the year 2005 under the dynamic leadership of Prof. M. N. Navale and Co-Founder Dr. Shilpa R. Kulkarni.
2. Matrix School of Management Studies develops leadership qualities and enable students to dream and realize their dream.
3. Develops self-knowledge, the ability to conduct self-assessment awareness of personal performance innovativeness and winning skills.





# Dr (Mrs.) Shilpa R. Kulkarni

BSC, MBA, Ph.D.

Founder Secretary

The Matrix Educational Foundation

## A WOMAN OF SUBSTANCE

**Dr. Shilpa R Kulkarni a woman with many facts, She is the Founder Secretary who started The Matrix Educations Foundation's from scratch. Her strong commitment levels & dedicated focus has helped to build the solid Foundation's of the organization. Being versatile entrepreneur she is a big source of energy and a roaring engine behind Matrix. The institution strongly believes in imparting holistic management education by harnessing individual's potential thereby grooming them into good human beings not only from cities but also from rural areas.**

Immersed in the ocean of modern age concepts, embarking new career, and wading their ways through various challenges today's youth have come a long way. Once shy, conservative and from protective family background, Indian teens are breaking the cocoons to be accustomed with modern ways of thinking and living. With vast career options open to them they have full freedom of choosing their fields with a sense of independence and responsibility. However, in spite of having the largest educational system in India as compared to other developed countries like UK, America, Germany, Singapore and China we have very primitive Gross Enrollment Ratio (GER). In fact, GER shows the picture of the country's educational levels. For example, American has 90% GER that indicates out of 100 youth in the group of 19 to 24 nearly 90 are opting for higher education whereas in India the GER is 25%. Irony of the fact is the Indian youth is still not in the reach of higher education.

Today's generation is 10 times faster than previous. They want quick results: they study for their exams at the 11th hours as a result they get degrees, but deprive themselves of the knowledge. A quick-fix program can pass a lot of information but will not percolate knowledge, so serious revamping is very essential not only in academics but also in behavioral patterns, thinking process, civic sense, discipline, creativity there by building holistic educational attitude. To put it on a broader canvas "Energy" is everywhere. Your thought begins it, your emotion amplifies it, and your action increases the momentum. Small positive steps towards this holistic attitude when multiplied by lakhs of youths can transform the world into better place.

Thinking out of the box, innovation is the necessity of the hour if you want to be different from others. I would like to quote here an example of classic innovation case study of Samsung where a group of existing young designers came together and creatively overcome internal resistance by deploying the same tools the use in pursuing innovation, empathy, visualization and experimentation in the market place. Samsung created a place in the battleground of global competition of 21st century thereby creating a design focused culture that would support excellent world-class innovation. Soon firms are treating corporate strategy making as an exercise in design. Design thinking is the latest concept, which is moving closer to the center of the enterprise. This is a classic path of intellectual progress.

Therefore, when somebody says, "you are crazy then you should not worry. Innovators, pioneers and inventors were called the same. Consider it as a compliment that you THINK DIFFERENTLY."

*Do you want to change your life! Then Simply change your thoughts!  
With your thoughts, you create your reality!*



# Dr (Prof.) Satish S. Ubale

Ph.D. (Supply Chain Management), M.M.S. & M.Sc.

Director

Matrix School of Management Studies

## “EXCELLENCE IS A CONTINUOUS PROCESS AND NOT AN ACCIDENT”

He is a dynamic Director of 'Matrix School of Management Studies'. With his great positive attitude and intellectual support, he has taken "Matrix" to great heights of success. His mission is to serve the Nation and to give quality education to budding youth. Pune being a well-known educational hub, his vision is to educate more and more students for a brighter tomorrow.

### ❖ How do you inculcate 'Holistic' development of your student at Matrix?

We make our students all-rounder's by including in our curriculum case study methods, real life situations, 'Rap Forum' in which we are making the students aware of the current issues, which the world is facing. Besides this we conduct various events like Matrix Gelignite, inter collegiate SIP competitions, Management games, sport activities, cultural week, Savitribai Phule sponsored quality improvement programs like National seminars, conferences, HR conclave. Guest lectures by calling industry expert are the ongoing activities, which is mandatory for every batch. This takes care of their far-reaching development.

### ❖ Do you admire students who have judgmental thinking in solving any problems?

In the corporate real life scenario individuals need to elucidate and solve problems in any circumstances, hence student should have good analytical and logical reasoning power: they should be able to formulate diverse strategies, which would help them choose the best out of all alternatives. This would definitely help them deal with the problem they are facing and to find optimum solutions.

### ❖ When faced with critical situations do you manage to stay composed?

See, situation differ! Many times the demand of the situation to take an immediate decision that is what I have learned from our Founder Secretary Dr. Mrs. Shilpa Kulkarni ma'am. She is a strong pillar of Matrix. Her leadership qualities and guidelines especially when it comes to critical situations have helped the institute to sail in rough times smoothly and confidently. Therefore, staying composed and wait for the situation to be in your favor is necessary when the environmental factors are critical.

### ❖ Are you an 'Autocratic Leader' or do you believe in participative style of Leadership?

I believe in participative style more because the things have changed now. As a team leader, what I feel is all the group members are equally important and should be given equal chances to present their own views. However, when it comes to decision making: I take my own decision considering suggestions of my group members. The success of a team depends on the right decision taken by its team leader, who is like the captain of a ship. I believe that if the entire team is one, the vision and mission can be achieved. While taking a decision I have to keep in mind the goal and mission of the organization, thus I think "When you're in discussion mode you must take off your title. But, when you're making decisions, put them back on."

### ❖ What has been your mantra for success and what message would you like to give these budding youth?

The only mantra to success according to me is hard work because success has no shortcuts and nothing is impossible. Moreover teamwork plays a key role. Students should be sincere and should know themselves well. Punctuality and discipline make them successful in life.

*There is only one corner of the universe you can be certain of improving, and that is your own self.*

# VISION & MISSION

## VISION : “Creating an ambience for academic excellence”



To cater to the dynamic & emerging changes in the business eco-system by setting the “Centre for Excellence in Business and Management Education” The Institute shall attain the vision by designing appropriate educational processes inclusive of project-based learning, problem-based learning and technology based learning to harness individual strengths, inculcate right values & morals, develop value-based leadership, chisel and channelize the potential of the students in a peaceful stride not only in the workplace but throughout in their entire journey of life.

## MISSION : “Leveraging knowledge to expand your horizon”



- The Institute believes in leveraging management competencies amongst the MBA graduates for business & industry and expands the horizon of the youth with updated information in the field of management.
- The Institute believes in guiding and training today’s youth to be peace lovers, healers and generous human beings as they will be in top positions in their work place leading the nation towards peace and prosperity.
- The Institute believes in creating academic excellence and industry connection thereby developing high potential assets for the corporate world through MBA curriculum.



# INFRASTRUCTURE AND FACILITY

## LIBRARY



Library has wide collections of text books, reference books, journals to update with the latest knowledge and information needed for the courses.

## COMPUTER LAB



Hi-Tech Labs having branded computers like HP, Dell, Compaq laptops, internet facility and wi-fi connectivity to assist the students during late hours in the evening.

## CLASSROOMS



Spacious and airy classrooms equipped with LCD projectors and speakers are provided. Wi-Fi connectivity in the classrooms helps in using the latest teaching techniques.

## SEMINAR HALL



A spacious seminar hall is available, having the capacity to hold more than 200 students. It is equipped with LCD projectors, stage with speakers and light arrangement for conducting seminars, conferences, workshops and cultural events etc.

## CANTEEN



A spacious and healthy mess facility is provided to cater the various tastes of the students.

## HOSTEL



Our hostel has spacious, airy, neat and clean rooms with healthy environment surrounded by natural and scenic mountainous topography.

## SPORT ROOM



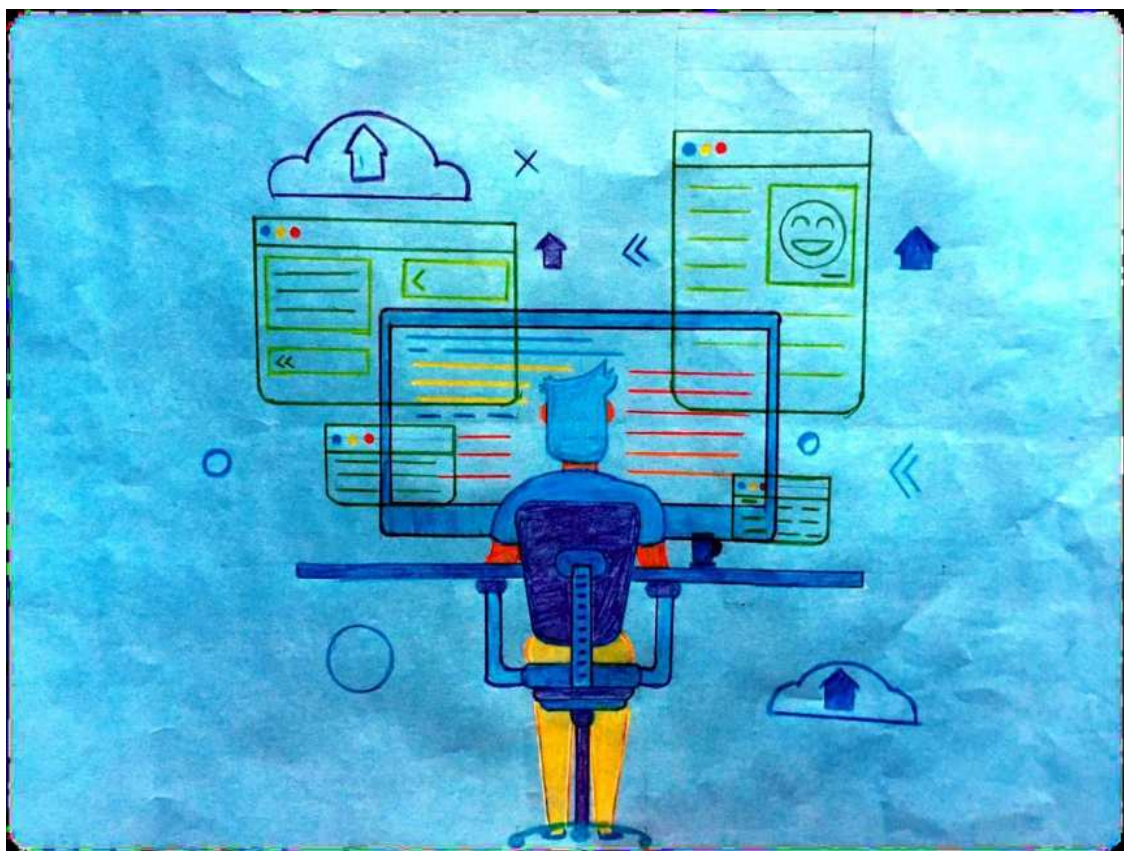
Facility for recreations of the students

## PARKING



Free space for vehicle parking

# STUDENT CORNER



**Contributed by : Vineeta Vidhate**  
Ist Year MBA Student

# STUDENT CORNER

## Other Side of Being an Entrepreneur

*Author – Deepak Choudhary (Founder & Director of Event Capital) 9/7/19*

Entrepreneurship is like a roller coaster ride. Happiness and madness knock your door at the same time. Every motivational quote you have ever read about struggle, pain, blood, sweat, and hard work it takes to succeed are more than just words, and they are raw facts. Being an entrepreneur isn't all fun-and-games, here are few facets of being an entrepreneur:

### **No Work-life Balances**

Becoming an entrepreneur is not an easy achievement as it comes with its own sets of challenges and setbacks. An entrepreneur cannot afford the luxury of taking a break while starting out a new enterprise. Running an entire business comes with added pressure. Achieving a well- balanced work and home life is way more difficult than you can imagine.

One is lonely on this journey. Your circle will get limited to oneself and your employees. Missing important family events and occasions will be common. The most important thing 'Things never go as planned'. You will have high work time, sleepless nights but it is nothing before your love for the passion.

### **Failures**

Failure is an inevitable part of entrepreneurship and realizing it makes it easier to accept. However, the ability to recover from a failure, minor or major, is what makes the difference. Before starting your journey as an entrepreneur, you should seriously think whether you are mentally tough enough to cope up with the stress of failure. Your entire company might go under. If it doesn't, there will be some other failure, massive or minor, that will interfere with your plans and compromise your vision.

The obstacle of failure is ever-present and always daunting when you're leading a business, and working through that failure is too much for some. However, the ability to recover from failure is what separates super successes from the rest. Remember, nothing is wasted. At the end of the day either you are going to be the winner or more experienced person.

### **Big Responsibility**

An employee is only responsible for his job but a leader is responsible for the whole company. Something that makes the difference between average and successful business is the responsibility of an entrepreneur. If you want to build a successful business, you must be entirely responsible for that.



# STUDENT CORNER

## Competition/Staying Relevant

Business competitions are vital to the entrepreneurial ecosystem. Competitors will always exist—no matter what you do. So, rather than approaching competition with dread, you should view your competitors as the impetus for innovation and fuel to do things differently and better!

Steve Jobs has rightly remarked, *"It is not fun for sane people. One should be exceedingly passionate about his/her idea to do this day in and day out."*



**Contributed by : Snehal Gunjal**  
1st Year MBA Student

*"Leadership contains certain elements of good management, but it requires that you inspire, that you build durable trust. For an organization to be not just good but to win, leadership means evoking participation larger than the job description, commitment deeper than any job contract's wording."* - **Stanley A. McChrystal**

*"Time management is an oxymoron. Time is beyond our control, and the clock keeps ticking regardless of how we lead our lives. Priority management is the answer to maximizing the time we have."* - **John C. Maxwell**

*In business, First of all you need commitment, dedication & passion for what you are doing*  
- **Lakshmi Mittal**

# STUDENT CORNER

## How Do Millionaires Spend Their Money?

Author – Phil Town 13/09/19

Entrepreneur Network partner Phil Town busts some of the myths associated with millionaires, including their spending habits. The two most significant myths Town describes are the following:

1. Millionaires are irresponsible with their money and/or spend it frivolously. Warren Buffet lives in the same five-bedroom home in Nebraska that he bought in the mid-1950s. Bill Gates, the founder of Microsoft, and Sam Walton, the CEO of Wal-Mart, both drive relatively humble cars. These big-name execs prove that you don't need to spend like you're a millionaire when you do reach millionaire status.
2. Millionaires take a lot of risks. Though the running assumption is that millionaires consistently take big swings. In reality, millionaires are often the best at taking *calculated* risks. What is surprisingly common is how millionaires continue to live frugally even after they've amassed a fortune.

The Entrepreneur Network partner shares he also lives by this idea. Click the video to hear more.



**Contributed by : Satakshi Tiwari**  
1st Year MBA Student

*“Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.”* - **Stephen Covey**

# STUDENT CORNER

## Single Use Plastic Ban to Revive Good Old Indian Tradition Helping MSMEs

*Author – Vinay Sharma, (Correspondent Entrepreneur India 13/09/19)*

Indian Government takes a significant step that caught the attention of the global audience.

As a part of the recent plastic ban drive, the Government has decided to replace plastic cups and plates with '*Kulhad*' or terracotta products at 400 Indian railway stations. The move has the approval of the Minister of Small, Medium and Micro Enterprises, Nitin Gadkari announced who had been in talks with the Ministry of Railways to serve tea and hot beverages in *kulhads* since last month.

In a press release, the MSME Ministry had written to the Railway Ministry and the Ministry of Road Transport to make '*kulhads*' mandatory at all bus stations and railway stations departments has been forging ahead with Kulhad use to bring plastic at screeching halt.

According to the CPCB (Central Pollution Control Board), recorded estimate of plastic waste generated in India in 2018-19 remained at 660,787.85 tones, equivalent to 68,000 trucks of waste.

### **'Kulhads' - a Win-Win**

Government's efforts to create employment for the poor have seen some hope with the move. Post Prime Minister Narendra Modi's speech in 2018, KVIC launched '**Kumhar Sashaktikaran Yojana**' in June 2018. '*Kulhad*' as a mission would help in improving economic conditions of the potters community.

The potter community makes at least 700 kulhads in a single day. Few years ago, Indian potters could make maximum 100-125 kulhads per day on traditional *chak* (potter wheels).

### **Origin of 'Kulhad'**

It has been studied that *Kulhad* has been part of the culture since the Indus Valley civilization (around 5,000 years ago). Made from clay soil and terracotta, *kulhad* is considered to be environment friendly and healthy material to consume hot beverages. Majorly served in North India and Pakistan, Kulhad is also known as *Shikora*.

**The Government distributed over 10,620 electric pottery wheels along with adequate blungers, pug-mills and electric kilns, which produce 74,34,000 kulhads per day.**



## STUDENT CORNER

**KVIC Chairman Vinai Kumar Saxena thanked** Railways Minister Piyush Goyal in a tweet for supporting KVIC's #KumharSashaktikaran by adopting kulhads & other terracotta products at 400 important Railway Stations in the country.

“It will bring smiles on the faces of marginalized potters,” the tweet said.



**Contributed by : Shumbham Pasalkar**  
Ist Year MBA Student

*“No institution can possibly survive if it needs geniuses or supermen to manage it. It must be organized in such a way as to be able to get along under a leadership composed of average human beings.” – Peter Drucker*

*“Life is a series of experiences, each one of which makes us bigger, even though sometimes it is hard to realize this. For the world was built to develop character, and we must learn that the setbacks and grieves which we endure help us in our marching onward.” – Henry Ford*

*“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.” – Steve Jobs.*

*“Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything - all external expectations, all pride, all fear of embarrassment or failure - these things just fall away in the face of death, leaving only what is truly important.” – Steve Jobs.*

# STUDENT CORNER

## Reasons Why Non-Traditional Investors are Funding Indian Start-ups

*Author – Bhavya Kaushal, Features writer 13/09/19*

With the number of start-ups ballooning in India requiring higher dose of capital infusion, new categories of investors are coming to the fore.

These include sovereign wealth funds, hedge funds, PE firms and family offices, according to data sourced from venture capital firm Sequoia Capital and cited by *The Economic Times* in a report. Some of the investors include Facebook, Ikea and Qatar Investment Authority, among others.

### The Non-Traditional Route

The non-traditional investors have cracked several funding deals in India. For instance, Facebook invested in social commerce start-up Meesho, Ikea invested in home design start-up Livspace and Qatar Investment Authority pumped US\$150 million in edtech unicorn Byju's.

Apart from big companies and giants, many companies started off as non-traditional investors and took their game seriously, thereafter. SoftBank being a classic example of the same. It started off as telecom firm and went to establish the Vision Fund, becoming the biggest investor in the world.

Despite the number of start-ups going up in the country, a recent report by TiE and Zinnov recommended an urgent need to significantly increase the seed and early stage funding, which has tapered since 2017. But, the need for funding at these stages is increasing given that companies are preferring to remain private. Only a handful of companies such as Druva, Mobikwik and Freshworks have shown the intent to go public.

### The Big Gaps

India is undervalued, underpenetrated and underbanked. With no dearth of a pool of talent and skill, it is lagging behind US and China despite having a solid and robust start-up ecosystem. There are gaps in the funding stages as well. According to a report by accelerator and VC, 9Unicorns, India gets 20x less funding than US in Series A. In 2018, India had only US\$ 4.1 billion pumped in Series A deals whereas US had a staggering US\$84.1 billion pumped.

## STUDENT CORNER

Additionally, Indian start-ups absorb US\$12 billion-US\$14 billion every year as compared with China which receives almost double the amount in the very first half of the year at US\$23.2 billion, leaving the Indian market underpenetrated.

With over 17000 start-ups in India, the demand for capital infusion is bound to rise and here comes the role of non-traditional investors.

**Contributed by : Amit Gunjal**  
Ist Year MBA Student



*“The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint to keep from meddling with them while they do it.” – Theodore Roosevelt*

*“Focus on a few key objectives ... I only have three things to do. I have to choose the right people, allocate the right number of dollars, and transmit ideas from one division to another with the speed of light. So I’m really in the business of being the gatekeeper and the transmitter of ideas.” – Jack Welch*

*“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.” – Paul Hawken.*

*“In most cases being a good boss means hiring talented people and then getting out of their way.” — Tina Fey, Bossypants*

# STUDENT CORNER

## The Lost Leadership Art of Positive Feedback

*Author – Shawn Doyle, (Guest writer president newlight learning & dev. Inc.) 13/09/19*

It is critically important as a leader to give team members consistent feedback, not only on what they need to improve but also what they are doing well. I meet employees all over the world who sadly tell me their boss never gives them any positive feedback, only leveling criticism when they make a mistake. When I worked in corporate America and asked my boss how I was doing, he told me, "I will let you know when you screw up." It is any wonder that according to a survey conducted by professional-services firm EY, only 46 percent of employees place "a great deal of trust" in their employers, and 15 percent report "very little" or "no trust at all"? It's time to change that. We as leaders need to learn how to give constructive compliments. But what is a constructive compliment? It is sophisticated, effective, directive, and it encourages positive behaviors. Here are some guidelines to make sure your positive feedback is useful and gets results.

### Give Compliments

Giving people credit for what they do well increases productivity and improves morale. Everyone needs a pat on the back. It's demoralizing when team members work hard without any acknowledgment of their hard work. I have managers in leadership programs who defiantly say, "I'm not giving someone a compliment when it is something we pay them to do." This statement demonstrates a lack of awareness of human psychology.

### Be Specific

When a leader compliments someone, it shouldn't be vague. Don't say, "Great presentation, Rachael." Instead, say, "I want to tell you, that was a great presentation, Rachael. What I liked was the way you started with a real-life story that got the group's attention. I think we will get approval thanks to your superb effort."

### Four-Step Formula

Here is the method I teach leaders to make sure a compliment is constructive:

1. Use positive words (e.g. "great," "wonderful," "excellent").
2. Cite specifically what went well.
3. Acknowledge the result (e.g. increased sales, changed opinions, getting approval).
4. Thank them.

In practice, it may sound something like, "Joan, thanks for all your wonderful work on the Smith proposal. I liked how you included research and data to back up the key points. I am sure this will result in our firm getting more business. Thanks again for your effort and hard work."



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## Don't Mix In Criticism

When giving a constructive compliment, don't mix in a negative comment. Focus on the positive. I am not saying that a project-review meeting can't cover what went well and what could be improved, but a constructive compliment can be powerful when allowed to stand on its own.

## Put It In Writing

If you give a constructive compliment verbally, you can also choose to put it in writing via email, or even better with a handwritten note. In a digital world, the latter has a personal touch and makes more of an impact. In fact, former PepsiCo CEO Indra Nooyi used to send thank you notes to her executive team members's parents saying, "Thank you for the gift of your child to our company."

## Make It Public

A constructive compliment has even more power if it is delivered in a staff or company-wide meeting. As the old saying goes, "Praise in public, correct in private." Make the constructive compliment a regular part of your day. As Walmart founder Sam Walton once said, "Outstanding leaders go out of their way to boost the self-esteem of their personnel. If people believe in themselves, it's amazing what they can accomplish."

**Contributed by : Pallavi Masan**  
Ist Year MBA Student



*"When a management with a reputation for brilliance tackles a business with a reputation for bad economics, it is the reputation of the business that remains intact." - Warren Buffett*

## STUDENT CORNER

### Franchise India to invest in 25 start-ups in FY2019-20; tech businesses on radar

*Author – Gaurva Marya, Entrepreneur 11/09/19*

After investing in 100 early-stage start-ups, Franchise India is now looking at making 25 more investments in the current fiscal. Gaurav Marya, Chairman, Franchise India Holdings Ltd has funded start-ups like Bikezone and UClean in the past. So far, the company has invested in consumer and retail brands. Talking about his investment ideology, Marya says, “Going forward, our strategy is to look at tech investments. Early-stage is where we invest the most. Most tech business need large investments and we foresee great opportunity into strategic and business growth of these businesses. We act as a rainmaker for Series A and B for business which go beyond our investments.”

Franchise India as a company has always been investing in future businesses since its inception in 1999. “We always like to invest in ideas and entrepreneurs while looking at a firm’s scalability of the concept. From the time we saw the Indian consumption story shaping up 4-5 years back, we set up this dedicated office to seek the most promising start-ups and help them grow. Before investing, the company looks at 100 per cent commitment of the entrepreneur and dedication to the concept by the core team. Scalability of the concept through channel development and the franchise as a business model would be an added advantage,” he explains.

Unlike an institutional fund, Franchise India will not have a corpus but will invest in start-ups through money infused by the founders. While the amount invested across start-ups has not been confirmed, the company’s portfolio companies have raised follow-on rounds. Franchise India claims marquee companies like Zomato, OYO, Raymond and Titan are using its platform for franchising. Currently, Franchise India has no plans to include external angel investors in its current investments.

For them, large play in channel development and distribution always acts as a gainer to expand further. Franchise India plays a strategic role in newer introductions, showcasing better mechanisms and playing the role of an incubator as well as helping get the best talent pool. Some of its successful exits have been Body Building India, Sporty beans and 2358.

Keen on the new-age and consumption business, the company has invested in concepts like co-living, EV charging points, food tech, proptech, to name a few. Franchise India looks at the dynamism of the founder and values innovativeness of the concept.

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Out of its previous investments, 20 per cent have given high returns and 50 per cent averaged out while 30 per cent were written off. Food and retail have been the sector where Franchise India invested the most.



**Contributed by : Akshay Kale**  
Ist Year MBA Student

*“What should be the aim of management? What is their job? Quality is the responsibility of the top people. Its origin is in the boardroom. They are the ones who decide.” - **W. Edwards Deming.***

*“If you don’t have the money management skills yet, using a debit card will ensure you don’t overspend and rack up debt on a credit card.” - **T. Harv Eker***

*“Leadership is the art of getting someone else to do something you want done because he wants to do it.” – **Dwight D. Eisenhower***

*“The behavior of any bureaucratic organization can best be understood by assuming that it is controlled by a secret cabal of its enemies.” — **Robert Conquest***

# STUDENT CORNER

## Henry Mintzberg about some Half-Truths of Management

*Author – Hennery Mintzberg, 13/09/19*

Strategy and leadership guru, professor, and author Henry Mintzberg questions our notions of continual change, the world as becoming increasingly global, the need for heroic leaders, human resources and much more.

On organizations needing heroic leaders, Mintzberg replies:

“Really? How often have heroic leaders ridden into established organizations on great white horses, only to fall into black holes? New organizations may need aggressive leadership, but most others need engaged management—quiet, humble, thoughtful. Enough narcissism in the executive suites”.

Mintzberg writes indeed in a refreshingly crisp language and this article specifically stands out for it’s no BS approach. Where others might hesitate, nothing is holding back Henry Mintzberg in straight talking his way around some half-truths of management.

We can almost sense his head shaking when saying: “Managing change without managing continuity is anarchy”!

**Contributed by :Ken Fernandese**  
Ist Year MBA Student



*“People who don't take risks generally make about two big mistakes a year. People who do take risks generally make about two big mistakes a year.” — Peter F. Drucker.*



# STUDENT CORNER

## How to Lead, Manage and Motivate Knowledge Workers

*Author – Erlend Dehlin, 13/09/19*

No wonder our readers keep returning to this article. It is an enormously insightful read, helping all leaders and managers to resourcefully cope in organizations with knowledge workers

Professor at the Norwegian University of Science and Technology, Erlend Dehlin, takes us by the hand and walks us through the most pressing points, challenges, and problems when it comes to motivating, leading, and managing knowledge workers.

Dehlin covers issues such as contradictions of knowledge and management, giving voice to ‘communities of practice, characteristics of knowledge workers, the empowerment of knowledge workers and much more.

From one great author to the next: Dehlin cites Mintzberg in this article when discussing empowerment:

***“ORGANIZATIONS THAT HAVE REAL EMPOWERMENT DON’T TALK ABOUT IT. THOSE THAT MAKE A LOT OF NOISE ABOUT IT GENERALLY LACK IT: THEY HAVE BEEN SPENDING TOO MUCH OF THEIR PAST DISEMPOWERING EVERYBODY. THEN, SUDDENLY, EMPOWERMENT APPEARS AS A GIFT FROM THE GODS.” (1999, p. 25).***

Erlend Dehlin wrote this article when Manage Magazine was taking its first steps as a global magazine. It was published within our first month and we are very appreciative of this support. It’s a showcase example of a researcher seeking positive research impact.



**Contributed by :Ajit Kunjir**  
Ist Year MBA Student

*“Leaders must be close enough to relate to others, but far enough ahead to motivate them.”*  
— **John C Maxwell**

# STUDENT CORNER

## Understanding Power and Rationality

*Author – Bent Flyvbjerg, 13/09/19*

Oxford/Saïd Business School professor Bent Flyvbjerg has written an extremely insightful and important article on the subjects of power and rationality. We dare say that all people are to read and understand the content of this article and then the world will look different.

Admittedly, this is no easy read, and it is categorized as ‘Long Read’. Yet it is absolutely worth the time, to let Flyvbjerg educate you on how power defines reality, how rationality is context dependent, how power blurs the dividing line between rationality and rationalization, how rationality is the exercise of power, and how power relations are constantly being reproduced – just to name a few of the topics covered in this article.

### ***POWER CONCERNS ITSELF WITH DEFINING REALITY RATHER THAN WITH DISCOVERING WHAT REALITY “REALLY” IS***

The learning points in this article are endless in terms of how this knowledge is highly relevant for leaders and managers to navigate in the daily organizational life with success. By the way, it is just as relevant for institutional, political and private life and analysis.

We highly recommend this article by Flyvbjerg, who is among the world’s most knowledgeable authors on the subject of rationality and power relations.

**Contributed by : Aparna Harpale**  
Ist Year MBA Student



*“The behavior of any bureaucratic organization can best be understood by assuming that it is controlled by a secret cabal of its enemies.” — Robert Conquest*

# STUDENT CORNER

## Importance of Communication Skills for Leadership and Management

*Author – Phil Decker & Jordan Mitchell*

Self-handicapping leadership is a subject of great relevance to all of us. Professor Decker and Professor Mitchell show us every room in this badly decorated house of self-handicapping leadership.

It's a grim picture at times. One which many of us will recognize from workplaces we've visited. Thankfully, the authors provide us the tips, tools, and guidelines to 'call' and avoid self-handicapping leadership, so we can aim for the creation of increasingly healthy organizational environments.

What makes these authors' articles stand out?

They speak directly to us. Issues are not wrapped up in cotton wool to avoid mental bruising. And a word of warning: you will at some point be standing 'guilty as charged'. Yet, you are guided not to dwell on the past and focus on the opportunities of the future. Truly educational in a refreshing style.

You noticed that we said articles with an S. Philip Decker and Jordan Mitchell, both from the University of Houston, have written no less than 12 articles for Manage Magazine. Our hats are off to Decker and Mitchell, who are clearly on a journey to improve private and public organizational leadership, management, and work-lives in general.

**Contributed by :Shaun Fernandese**  
Ist Year MBA Student



*"People who don't take risks generally make about two big mistakes a year. People who do take risks generally make about two big mistakes a year." — Peter F. Drucker*

# STUDENT CORNER

## What is Responsible Leadership

*Author – Christopher Vogtlin, 13/09/19*

Professor Vogtlin guides us to be responsible leaders while letting us in on the many benefits it results.

A firm's sense of collective strength, for instance, can be enhanced as can their image and communication.

Organizations with caring leaders moreover have committed and engaged employees, who are more effective than those with non-responsible leaders. The list goes on.

So what is responsible leadership?

Responsible leadership is a collective effort, says Professor Vogtlin. 'Every party affected by a decision can be regarded as part of the solution'. In this sense, responsible leadership necessitates complexity management. Therefore:

**Responsible leaders require strong cognitive, relational, and behavioral capacities to tailor their responses to a wide variety of different demands**

Insightful article from Christian Vogtlin, who is a professor in Corporate Social Responsibility at Audencia Business School up-to-date on issues of CSR and business ethics in general. We highly recommend it.

**Contributed by :Nikhil Patole**  
Ist Year MBA Student



*“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.” — Paul Hawken*



# STUDENT CORNER

## Time Management

*Author – (www.leadership-article.com, 06/09/19)*

Before you can harvest the advantages of time management

Time is Money! Time is Money!

You can only harvest the advantages of time management by efficiently managing your time! While it sounds pretty straight forward, many don't fully understand the advantages of managing their time efficiently. As a result, they spend very little effort in understanding how to manage their time. For some, although they must be applauded for trying, they make the vital mistake of giving up at the sign of difficulty! Understanding the meaning of time management as well as the importance of time management will provide some insight, which will certainly change your beliefs, which will, almost effortlessly, reinforce the appropriated behaviors to take full advantages of managing your time.

Managing your time isn't something that requires extra skills you only need to have some knowledge of the how to and be dedicated to implement them within your day to day activities. Of course implementing behavioral changes isn't an easy task, but we become a little more persistent once we understand the benefits that they will bring us.

The benefits of managing your time effectively are not just important for the development of your career but they also have significant impact upon your personal life. Failing to properly manage your time in one area of your life will have an impact on the other area. In order to avoid such compromising situations you need to understand that learning about time management is really about implementing a lifestyle change. In other words, you need to adopt values that are coherent with effective time management. For example, it's pretty hard for someone that doesn't embrace punctuality as a value to be effective at managing their time.

### Time management Advantages

- Reduces your stress level
- Help you remain focused on the task
- Minimizes procrastination
- Greater self-confidence
- Meeting your goals
- Augments your productivity
- Gives you a sense of achievement
- Provides you with 100% commitment to fun activities
- Financial Rewards

**Contributed  
by : Pooja  
Hegade**  
Ist Year MBA  
Student



# STUDENT CORNER

## Communication at Workplace

*Author – (www.managementstudyguide.com), 06/09/17*

- **Communication plays an important role in the success and failure of an organization.** The art of expressing one's ideas and thoughts clearly is called as effective communication. Individuals need to communicate effectively at the workplace for better transparency and clarity. Not only effective communication helps in correct transfer of information but also in decision making.
- **Be very clear as to what you expect from your fellow workers.** Mention all the details and do cross check whether the other person has noted it correctly or not. Do not expect the other person to understand everything on his own. Don't blame him afterwards.
- **Avoid using derogatory sentences or foul words against anyone at the workplace.** One should maintain the decorum of the organization. It is better to avoid people rather than fighting with them.
- **Employees should depend more on written modes of communication.** Communicate through Emails as records are available even later on. The mails must be marked to all the related individuals with a cc to the superiors for them to know what is happening around. Make sure the mails are self explanatory. Don't write colourful and casual mails.
- **Develop the habit of using planners, notepads and organizers.** It is practically not possible for an individual to remember everything. One must note down important tasks against deadlines to avoid forgetting things. Be organized. Use a desktop calendar and keep it right in front of your eyes.
- **Never play with words.** Don't try to confuse the other person. Pass on the information in its desired form.
- **During meetings, seminars and presentations, don't just speak for the front benchers.** One must be audible even to the person sitting on the last row. Neither speak too fast nor too slow. Be confident while you speak. One should be loud and clear. Make sure you are understood by all.
- **Never use a fake accent at workplace.** Be careful where to use the punctuation marks.
- **Employees must not enter meeting room or board room without pen and a notepad.** Jot down your queries at one place and ask only when the other person has finished his speech or presentation.
- **Do not interfere when others are speaking.** Let them first finish their conversation. Wait for your turn to speak.
- **One should never shout at the workplace.** Shouting and conflicts spoil the ambience at the workplace. Handle the issues intelligently and a little diplomatically. Avoid arguing with anyone as it leads to no solution. It always pays to be soft-spoken at workplace.

## STUDENT CORNER

- **While interacting over the phone, make sure you spell out the words for better clarity.** Use simple words to denote alphabets like t as in tango, a as in alpha and so on. Chances of misunderstandings are very less in such cases.
- Don't chew anything while you are speaking over the phone. Avoid laughing or giggling.
- **Be a patient listener.** Listen to what the second party has to say. Don't jump to conclusions.
- Be very careful about the content of your speech. Make sure your words do not hurt any of your fellow workers.



**Contributed by : Bhushan Nachar,**  
Ist Year MBA Student

*“Too many companies believe people are interchangeable. Truly gifted people never are. They have unique talents. Such people cannot be forced into roles they are not suited for, nor should they be. Effective leaders allow great people to do the work they were born to do.”*  
— **Warren Bennis, Organizing Genius: The Secrets of Creative Collaboration**

*“...not doing what we love in the name of greed is very poor management of our lives.”*  
— **Warren Buffet**

*“Management is proving beyond a shadow of a doubt they don't have enough to do,” she murmured back. “So they've invented a new acronym.”*  
— **Connie Willis, Bellwether**

# STUDENT CORNER

## Management Skills - Leadership Skills for Efficient Functioning of an Organization

*Author – (www.managementstudyguide.com) 13/09/19*

The success and failure of an organization is directly proportional to the effectiveness of the management.

The superiors must share a healthy relationship with the employees for them to deliver their level best.

### **Leaders need to acquire certain skill sets for an efficient functioning:**

Management needs to be impartial towards its employees. Rules and policies should be same for everyone. Favouritism is a strict no no at the workplace. No employee should be granted special favours.

The leaders must promote healthy discussions at the workplace. Make the employees work in teams for them to know each other well. Encourage morning meetings or weekly meetings for the employees to come up with their problems. Issues should not be left unattended. Try not to meet employees separately in closed cabins. Discussions on a common platform are more fruitful and generate better results. Meet the employees once in a week or month as per your schedule. Don't make the meetings too formal. Allow the employees to bring their cups of coffee as well. Individuals do not open up much in formal discussions.

The superiors must ensure that employees do not fight amongst themselves. Conflicts must be avoided at the workplace as nothing productive can be gained out of it. Make sure individuals do not have problems with each other and gel well. In cases of conflicts, management must intervene and sort out differences immediately. Make the employees sit face to face and let them discuss things amongst themselves.

Make sure employees adhere to the rules and regulations of the organization. Set clear objectives for the employees. Targets must be predefined and the employees must know what they are supposed to do at the workplace. Discipline must be maintained at the workplace. The employees must come to work on time and strict action must be taken against those who do not follow company's policies.

Be a good listener. The management must interact with the employees more often. Such initiatives go a long way in motivating the employees and make them stick to the organization for a longer span of time. The "Hitler approach" does not work in the current scenario. Be a mentor to your employees rather than being a strict boss. Guide them in their work. Try to help them in their assignments. Help them come out with innovative solutions.

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Motivate the employees from time to time. Design lucrative incentive plans and schemes to bring out the best in them. Appreciate each time they do good work.

Encourage subordinates to celebrate birthday parties and important festivals at the workplace. Let the employees enjoy together. The seniors must also participate in such activities. Review the performance of the employees on a regular basis. Make sure employees are satisfied with their job responsibilities. The duties assigned to them must be as per their interests and specialization. Employees not performing up to the mark must be dealt with patience.

The leaders must promote necessary training programmes to upgrade the skills of the existing employees. Team building activities also strengthen the bond amongst the employees. Make sure employees achieve their targets and organizations earn their profits. Salaries must be distributed on time. The employees must be happy with their job.

Encourage effective communication at the workplace. Communicate more through emails.

**Contributed by : Ramdas Khaire**  
Ist Year MBA Student



*“Never stop fighting until you arrive at your destined place – that is, the unique you. Have an aim in life, continuously acquire knowledge, work hard, and have the perseverance to realize the great life.”*

- **Dr. A.P. J. Abdul Kalam**



## STUDENT CORNER

YOU CANNOT CHANGE YOUR  
FUTURE, BUT YOU CAN  
CHANGE YOUR HABITS, AND  
SURELY YOUR HABITS WILL  
CHANGE YOUR FUTURE.

A.P.J. ABDUL KALAM



**Contributed by : Utkarsh Dahikar**  
Ist Year MBA Student

*“Take up one idea. Make that one idea your life – think of it, dream of it, and live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.”*

- Swami Vivekananda

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If you cannot do great things, do  
small things in a great way."

*Napoleon Hill*

## Management Lesson

"A crow sat on a tree doing nothing.,  
When a Rabbit thought to do  
the same & sat on the ground.,  
A fox came & ate him.,



**MORAL:** - To sit & do nothing.,  
You need to be on the TOP...."

**Contributed by : Pllavi Birange**  
Ist Year MBA Student



# STUDENT CORNER

## Managing Change & Being Flexible in Life

Author – Shamim Rafeek, 06/02/19

An article with the following quote as caption at **Economic Times** Ascent made me to think and write on an interesting topic, "Managing Change & Being Flexible in Life".

*" The great thing about human beings is that they can change. If you can get up every day, stay optimistic, and believe the future is better than the past, those few things get you through a lot "*

*- Jeff Immelt, CEO, GE*

Our days are filled with commitment towards profession, family, friends, social activities etc. So the point is we need to be very flexible and responsive to the changes that are happening in our day to day life.

Flexibility means being able to respond to change and deal with it. It's a trait any of us can learn and it's one that is critical to our success in managing any type of change. Yet being flexible isn't easy. We have to work at and practice flexibility daily. We have to choose daily to remain adaptable. Below are some ways I think we can remain flexible.

### **Top Ten Ways to Remain Flexible:**

**1) Accept the change:** Normally when we're required to be flexible it's because something has changed that we didn't plan for. Accepting the change, whether it's good or bad, is the first step towards remaining flexible.

**2) Access needed support:** When we're going through changes in life or at work - we need support. The better we are at accessing support, the better we'll be at remaining flexible.

**3) Maintain perspective:** Maintain a positive perspective no matter what the situation. There's always something good that can come out of every change - be willing to look for it.

**4) Be realistic:** Set your expectations realistically. When dealing with changes you may have to lower your expectations of yourself for a time.

**5) Prioritize:** Do only that which needs to be done. It will all get done eventually but during major changes - focus only what is critical.

**6) Let go:** You cannot control everything in life. Letting go of what you cannot control will make managing change much easier.

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7) **Be quiet:** During change life is often chaotic. Take time away from work or family life to just be quiet. Solutions and creative ideas for managing change often come in quiet moments.

8) **Know that it will pass:** Tough times and stressful times happen but they do not last forever. Realize the change you are going through is just a season and it will pass.

9) **Sleep, Eat and Take Care of Yourself:** Focus on the basics during times of change. Change often brings stress and the best way to deal with stress is to make sure you are taking good care of yourself. Remember whining is not a solution :)

10) **Find Humor:** There is humor in all of life - the good, the bad and the ugly. believe me - It makes a lot of difference guys :)

**"If you do not bend in the wind - you will break!" - author unknown**

**Contributed by : Ganesh Chole**  
Ist Year MBA Student



*"The people you meet in this life, all won't be good to you. Some will criticize, some will de-motivate and some will try to pull you down. All you have to do is ignore them and move on. You don't need to explain them your journey nor let them control your dreams. This is your life, live as you want."*

**- Ratan Tata**

# STUDENT CORNER

## The Three Corporate Time Traps

*Author – Shamim Rafeek, 06/02/19*

**"Be wise in the use of time. The question in life is not "how much time do we have?"  
The question is "what shall we do with it?" - Anna Robertson Brown.**

I always love to be on time, whether it's an appointment or a meeting. Recently a friend of mine asked me an interesting question, "Can we manage time?". My answer was simple, "No, we can't manage time, but we can manage ourselves". The 86,400 seconds in a day may sound like a lot, but they go fast. No matter how quickly time seems to fly for us, even the most skilled time manager's hours, minutes, and seconds tick by at exactly the same rate.

The questions is, Why do some people manage their time so effortlessly, while others are always behind? How can we stay on top of dead-lines when obstacles crop up right and left?

I believe, skillful management of our time is not superficial but fundamental. Instead of aimlessly allowing external events and pressures control us, it's time for us to make deliberate choices about our use of time.

Let me share an interesting topic today from the corporate perspective.

The Telephone, Computers & Internet were supposed to make life easier; instead, all of us are busier than ever. We conduct meetings at office for better planning & implementation of things but now a days we are always busy with meetings. I fear, we all got into three major corporate time traps - E-mail Distractions, Phone Interruptions & Poorly Run Meetings!

Can we avoid, E-mail distractions, Manage our Telephone calls & Meetings ? I am sure this can save us lot of time to do things we love at work & home. Here are some tips for creating a little more time in your life each day:

### 1) Avoiding E-mail Distractions

- Delete junk E-mails right away
- Don't read every E-mail right away. Read the ones which needs immediate action
- Designate a specific time of the day to read E-mails
- Respond to E-mails promptly
- Don't let E-mails accumulate & clutter

### 2) Managing Telephone Calls

- Plan your telephone strategy in advance
- Don't answer the telephone until you're ready to

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- Return the telephone calls at a pre-designated time of the day
- Ask callers politely to get to the point
- Write out your talking points before you call

### 3) Managing Meetings

- Don't call a meeting unless you have a good idea of what you want to achieve
- Consider carefully who should be invited to the meeting
- Cancel the meeting if key decision makers can't be present
- Don't plan the agenda at the beginning of meeting; prepare & distribute it in advance so people arrive focussed.
- Start the meetings on time
- Don't wait for latecomers to begin the meeting
- Do keep a track of time and ensure all items in the agenda are discussed
- Do end the meeting on time

" Time is the substance of our lives," writes Alexandra Stoddard in her book, **Time Alive**. She explains that, we don't create time in our lives but instead " create our lives in time." It goes with out saying, managing our time will positively affect our daily output, our career, financial goals, and, ultimately, our success.

Time to manage our time, sorry manage ourselves!

**Contributed by : Sidheshwar Borudkar**  
Ist Year MBA Student





# STUDENT CORNER

## Can "Thinking Big" Lead to Success?

*Author – Shamim Rafeek, 06/02/19*

Ever since I read David J. Schwartz's " **The Magic of Thinking Big** ", i wanted to write on this topic. It's one of the best books I have come across which tells us ' how to set our goals high and then to exceed them ', in a nut shell, ' The Power of Thinking Big '.

The question is if Thinking Big accomplishes so much, why doesn't everyone think that way? The answer is simple, all of us, more than we recognize, are in the mid of lot of negative influence every day everywhere. And no wonder, our thinking is small, not big ! All around us is an environment that is trying to tug us, trying to pull us down. It has often been said that ' bigger is not always better '. Some might say it's true when considering the current economic situation, but I feel it is never true when it comes to new ideas or personal dreams where thinking big is always better. We can achieve success only by believing we can succeed.

I have seen several young executives joining for new jobs. Each of them "wishes", someday he will achieve success by reaching the top. But majority of these young people simply don't have the belief that they can reach the top and they don't reach the top. But a small number of these young people really believe they will succeed. They approach their work with the " I am going to the top " attitude, and they reach the top. What differentiates these two sets of people is their attitude.

I read a survey recently on the the power of thinking big. It says Seventy-five percent of respondents whom they approached agreed that they don't think big enough about their work or business, and of those that do have big dreams, 75% of respondents indicated that they lack the follow-through in order to make them happen. Further, over 85% of respondents noted that they don't know where to start or what steps to take to make them happen.

Let me share with you what David J. Schwartz's point of view on ' **How to use the Magic of Thinking Big in Life's Most Crucial Situations** '. It's for sure that, there is some magic in thinking big. But it's equally true that, we forget it easily. When we hit some rough spots there is a danger that, our thinking will shrink in size. And when it does, we lose! Below are some brief guides for staying big when we are tempted to use the small approach :

**1) When People Try to Drive us Down, THINK BIG.** Be sure, there are some people who want us to lose, but these people can't hurt us if we refuse to fight petty people. Fighting with them reduces us to their size. Feel sorry for them. Let's Stay Big.

## STUDENT CORNER

2) When That " We- Haven't- Got -What -It -Takes " Feeling Creeps Up On Us, **THINK BIG**. Remember, if we think we are weak, we are. If we think we are inadequate, we are. Avoid that natural tendency to see ourselves as small. Let's feel that, we are important.

3) When an Argument or Quarrel Seems Inevitable, **THINK BIG**. We need to successfully resist the temptation to argue and quarrel. Think Big Enough to see that quarrels and arguments, will never help us to get where we want to go.

4) When we Feel Defeated, **THINK BIG**. It is not possible to achieve large success without hardships and setbacks. But it is possible to live the rest of our lives without defeat. Think Big Enough to see that defeat is a state of mind, nothing more.

5) When we Feel Our Progress on the Job is Slowing Down, **THINK BIG**. No matter what we do and regardless of our occupation, higher status and higher pay comes from one thing: Increasing the quality and quantity of our output. Think, " We can do better ". Nothing in this world is being done as well as it could be. And when we think, " We can do better ", ways to do better will appear.

So friends, let's have big ideas / dreams and say them out loud. Let's visualize ourselves successfully bringing our idea or dream to life. Think, What will we look like? How will we feel? Where we will be? Let's establish goals for how we will go about achieving them and determine what action steps will help us to move forward. And above all, let's select one action step and do it today!

When it comes to thinking big, remember the words of **Mother Theresa**, "The biggest person with the biggest ideas can be shot down by the smallest person with the smallest mind. Think big anyway." So, what are we waiting for?

**Contributed by : Pooja Shinde**  
Ist Year MBA Student



# STUDENT CORNER

## Developing Excellent Focus - How to Overcome Our Fear

*Author – Shamim Rafeek, 06/02/19*

***"Focus on where you want to go, not on what you fear." Anthony Robbins***

It seems to me that right now people are consumed with FEAR. It's everywhere we go. People are afraid of the economy, afraid for their jobs, business, afraid for our country - FEAR seems to be the language of the day. Yet when we let fear in we push out peace, creativity and JOY! Fear will rob us of productivity, opportunity and relationship. Fear makes our world small and blinds us to solutions.

There has never been a better time to get out of our own way and get rid of FEAR. It is possible. We can choose to FOCUS on where we want to go instead of where we may go. Often fear is tied up in letting our minds consider all the negative outcomes that could happen. The key word is could - most of the time our fears never materialize. But when we focus on what could happen we get off course. We can choose to make a commitment to change our focus. To focus on where we want to go, where we are inspired to go.

### **Some ways I feel we can overcome our fears could be:**

**Taking a small risk everyday.** By practicing taking risks we learn that they are not so scary and that our fears usually never materialize.

**Change our language.** Instead of saying, "I am afraid I may lose my job or business." Try saying, "I will focus on being the best in my field and even if I lose my job or business, I will find a place to apply my skills." All language can be turned into something that focuses us towards our future and our dreams.

**Read something inspiring ever day.** Biographies, success stories or other inspirational material can help us keep on track.

**Limit our "whine sessions" to 10 to 15 minutes.** We all need to vent or take a few moments to "whine" but we need to limit this. Give ourselves permission but then move on - whining will do us no good in the long run :)

**Make a list of the worst possible outcomes around the things we fear.** For example, if we lose our job or business, one of the worst possible thing would be that we would end up losing our home. When we look at the worst thing that could happen, we then decide that we won't die if it happens and that more than likely it will not get to that. By accepting the worst and reassuring ourselves we will be okay - we do not need to fear.

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**Focus on our priorities.** Our family is the MOST important thing in our life. We could lose our home, our job or business or our money but at the end of the day what matters most is the people we love. Focusing on our priorities helps us to put things into perspective.

*Focus on where we want to go - let go of our fears and live our life to the fullest today!*

**Contributed by : Hakimuddin Sagar, Ist Year MBA Student**



*"You cannot get into the Business for the fashion of it". – Azim Premji*

*"Never hire someone to do initial sales, In fact you must acquire your first 100 customers yourself". – Shashank ( Practo )*

*"Thirty years ago my older brother, who was ten years old at the time, was trying to get a report written on birds that he'd had three months to write, which was due the next day. We were out at our family cabin in Bolinas, and he was at the kitchen table close to tears, surrounded by binder paper and pencils and unopened books about birds, immobilized by the hugeness of the task ahead. Then my father sat down beside him put his arm around my brother's shoulder, and said, "Bird by bird, buddy. Just take it bird by bird."*  
— Anne Lamott,

*"The most dangerous leadership myth is that leaders are born-that there is a genetic factor to leadership. That's nonsense; in fact, the opposite is true. Leaders are made rather than born."* — Warren Bennis

# STUDENT CORNER

## It is possible to succeed yourself right out of business

*Author – Jim Blasingame, (Creator & The small Business advocate radio show)*

This is another offering in my ongoing series on understanding the fundamentals of business as we become better business managers. Remember, fundamentals are like natural laws: they don't change; they're the same for everyone, and you can't succeed without understanding and respecting them. The fundamentals today are all about funding growth.

Consider the following scenario that plays out on Main Street every day:

"Finally, my business is growing," a small business owner confides to his friend, "but why is it creating so much negative cash?" And then, with that deer-in-the-headlights look, he completes his report, "I thought by now, with increased sales, cash would be the least of my worries. I used to be afraid I couldn't grow my business; now I'm worried it will collapse from growth."

This entrepreneur's lament is one of the great ironies of the marketplace: a small business in danger of succeeding itself right out of business.

Beware Blasingame's 2nd Law of Small Business: It's redundant to say, "undercapitalized small business." This maxim is especially true for fast-growing companies because revenue growth depletes cash in two dramatic but predictable ways.

1. Organizational upgrades are typically required to deliver on the new sales: more staff/payroll, vehicles, technology, etc. And the devil in this detail is that you must fund these new things before the growth ROI has made it to the bank.
2. Selling to customers on an open account – where your money is collected sometime after delivery – is essentially making loans to customers. And while it's true that vendors may let you do the same, most require less time to pay them than you allow your customers. And the difference between when you pay and when you collect creates a negative cash condition, which will be explained later.

Here are three management practices that are fundamental to successfully sustaining growth. All will be on the test.

### **1. Sales growth is not completely self-funding.**

Only the profit you retain, and the positive cash you generate will help you fund growth. Growth plans must be compatible with the ability to fund that increased revenue. Too often we think the big growth hurdle is getting customers to say yes. But the impact of sales growth on cash flow must be considered before delivering a proposal or bid. You should know if you can fund growth before you go after it.

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## 2. Practice capital allocation.

Don't buy capital assets, like equipment, fixtures, etc., with operating cash. If you can pay for it organically with retained profits, congratulations. Otherwise, call your banker. If you don't like to borrow money, that should motivate you to leave profits in the business as retained earnings, which is the best way to reverse my 2nd Law (above). But the only thing worse than borrowing money is depleting your short-term cash to buy long-term assets, which is a shoot-yourself-in-the-foot mistake.

## 3. Know the difference between your AR Days & AP Days.

If every new business understood the relationship between Accounts Receivable Days and Accounts Payable Days, we could cut business failures in half. As mentioned in the "extending credit" part earlier, it's almost a natural law that you will pay quicker than you collect. And the difference – measured in cash – between paying and collecting is the cash you must cover with either retained profits, positive cash (this is dangerous to count on), or other sources, like a bank loan. One of the benefits of getting good at this fundamental is that you can't calculate AR/AP days without accomplishing another fundamental: having a current balance sheet and P&L. So, by definition, you will have produced fundamental financial management reports.

If you lurch uncontrollably to surviving this multi-faceted learning curve to fund growth, as I did, it will become a very powerful "a-ha" moment you will not forget.

**Write this on a rock ...** Growth-funding fundamentals must be monitored for sustainable growth, because it is possible to succeed yourself out of business.

**Contributed by : Anand Ostwal**  
Ist Year MBA Student





# STUDENT CORNER

## The power of outsourcing as a best practice

*Author – Christopher Vogtlin, 13/09/19*

Today's small business owners have a tremendous range of resources at their disposal to help them focus on what they do best and not get distracted by tasks that could be done better and faster by someone else. Many are easily accessed with a click of a mouse or the swipe of a finger - online or through various apps.

We all know about Uber and Lyft, the ride sharing model that has become so popular. But there are similar models for a range of services besides getting you safely to your hotel or the train station.

The ways to access talented people are changing. When Google looks to hire drivers for their autonomous vehicles, they go to what you might consider an unlikely source - [Craigs List](#). Because that is where they can reach the people they are looking for - creative, tech-oriented, and opportunistic. If you don't need someone to sit in your driverless vehicle all day, a more traditional freelancer marketplace like [Upwork](#) gives you access to global resources with skills in areas like bookkeeping, marketing, research and writing. Set up an account and put out a bid - you will get a range of offers. Look over the respondents' credentials and ratings and then pick someone to help you.

Other resources include [Task Rabbit](#) which provides services from cleaning to running errands, virtual assistants like [Zirtual](#) to help manage your schedule and [Fiverr](#), an online collective of graphic designers and video production people.

These are just a few examples of the kinds of resources available to help small companies be successful - all accessible from your laptop or smartphone.

**Contributed by : Utkarsha Patil**  
Ist Year MBA Student



# STUDENT CORNER

## The irony of successful sales growth

*Author – Jim Blasingame, (Creator & The small Business advocate radio show)*

The following scenario plays out every day on Main Street:

“My business is really growing these days,” a small business owner confides to his friend, “but we’re still experiencing too much negative cash.” And then, with that deer-in-the-headlights look on his face, he completes his concern, “I thought by now, with sales and profits up, cash flow would be the least of my worries. I used to be afraid I couldn’t grow my business; now I’m worried that’ll collapse.”

This entrepreneur’s lament is one of the great ironies of the marketplace; a small business in danger of failure as a result of extreme success. Beware Blasingame’s 2nd Law of Small Business: It’s redundant to say, “undercapitalized small business.” This maxim is especially true for growing small companies because sales volume growth depletes cash in two dramatic but predictable ways.

1. When the business is growing, organizational upgrades are to be expected in order to handle the new demands: new vehicles, staff, technology, etc. Of course, you must fund these things, often before the newfound success has made it to the bank.
2. Selling to customers on an open account—where payment for work or products is collected after delivery—is essentially making loans to customers. And while it’s true that vendors may let you do the same, typically they allow less time to pay than you allow your customers. The difference between when you pay and when you collect creates a negative cash condition.

Here’s how to manage these challenges.

1. Growth plans must be compatible with the ability to fund that growth.

Too often we think the big growth hurdle is getting customers to say yes. But the impact of sales growth on cash flow must consider before delivering a proposal. If you can’t fund the opportunity, you shouldn’t go after it.

2. Don’t use operating cash to fund acquisition of capital assets, like equipment, etc.

Capital purchases should probably be funded by bank debt, and the interest is the cost of Blasingame’s 2nd Law. If you don’t like debt or paying interest, that should motivate you to leave profits in the business as retained earnings, which is the best way to overcome being undercapitalized.

3. Monitor the relationship between AR & AP.

## STUDENT CORNER

Understanding the relationship between Accounts Receivable Days and Accounts Payable Days is an “a-ha” moment for every business owner. This ratio must be monitored for sustainable growth.

**Write this on a rock ...** It is possible to succeed yourself out of business.

**Contributed by : Vrushabh Mulatkar,**  
Ist Year MBA Student



*“Anyone can hold the helm when the sea is calm”.* —**Publilius Syrus**

*“A great person attracts great people and knows how to hold them together”.* —**Johann Wolfgang Von Goethe**

*“The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it”.* —  
**Theodore Roosevelt**

*“You don't lead by pointing and telling people some place to go. You lead by going to that place and making a case”.* —**Ken Kesey**

# STUDENT CORNER

## Think Positive - Make Life Better!

*Author – Shamim Rafeek, 06/02/19*

Is our glass half-full or half-empty? On those days when nothing in our life seems to be going right, it can be really tough to see the silver lining among all those clouds. However, it's during these times when the ability to see the good in even the worst situations is so important. A positive attitude benefits not only our mental health, but your physical well-being as well.

**Helen Keller** says, "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 which has been opened for us ". This is very true and most of us are victims of this. To make it clear let me share a simple but good story which I came across reminding us of the choice we have to think- **positive or negative**.

**Contributed by : Bipin Shidore**  
Ist Year MBA Student



*“Men make history and not the other way around. In periods where there is no leadership, society stands still. Progress occurs when courageous, skillful leaders seize the opportunity to change things for the better.”* —**Harry S. Truman**

*“The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly.”* —**Jim Rohn**

*“As we look ahead into the next century, leaders will be those who empower others.”*  
—**Bill Gates**

## INDUCTION 2018-2020

### 3rd Aug 2018 & 4<sup>th</sup> Aug 2018

Two years MBA at Matrix School of Management Studies an with a two days induction program to set the scene and connect student with each other and college. The program included a variety of activities such as team-building management games and lectures from industry experts.

#### Day One: 3rd Aug 2018

The programme started at 10.00 am with the lighting of the lamp ceremony followed by National Anthem. The Director, Prof. (Dr.) Satish Ubale felicitated the founder secretary, Dr. Shilpa R. Kulkarni and was felicitated by Dr. Anand Padle. After that glimpses of Life at Matrix were shown in the form of Matrix at a Glance to the new students.

In her welcome speech the Founder Secretary Dr. (Mrs.) Shilpa R. Kulkarni spoke about the overall environment of the Institute. She guided the students on, how to develop leadership skills, decision making skills and team building skills.

A special award ceremony was organized for our Brand Ambassadors, students of Matrix who participated and who were involved in all the events and activities conducted by the Matrix School of Management Studies. These students took the name of Matrix to a new height. They were instrumental in spreading awareness about Matrix to the length and breadth of Maharashtra and outside it. The Founder Secretary Dr. Shilpa Kulkarni and the Director Prof. (Dr.) Satish Ubale gave away the prizes.

The Director Prof. (Dr.) Satish Ubale made the students aware of the curriculum of MBA CBCS pattern, faculty, rules and regulations of the Institute. He explained to the students in details the external and internal subjects, online exams, marking scheme and the type of question paper.



# INDUCTION 2018-2020

## Day Second: 4<sup>th</sup> Aug 2018

The second day of the MBA Induction Programme started with the Lecture of Mrs. Swati Patil, Sr. Manager HR, Cybage Software Solutions Pvt. Ltd., Pune. She shared her experience and expertise in the field of management with the students. She spoke about the difference between the theoretical academics which they will be studying over the period of two years and practical expectations of the industry. She made them aware of the term Management and how they should learn managing things. At last he guided the students on optimum utilization of available resources.

The second session was taken by Mr. Fareez Bathena, National Head, Incredible Technologies. He spoke about machine learning which is the application of Artificial Intelligence based around the idea that we should give machines access to data and let them learn for themselves. He shared with the students his module on machine learning which they can do at very competitive fees.

Management Games were played by the students in the afternoon session of the second day of the Induction Programme.

It started with the game called Pot Fill. In this game the students learned the importance of team work, coordination, peer support, consistency and patience. The second game was Brain Egg, through which they learned how to make optimum utilization of available resources. The third game was Fashion Up which made them use their innovative and creative ideas.





# INDUCTION 2018-2020





# TREE PLANTATION 2018



**21<sup>st</sup> June 2018**

In collaboration with the NGO, Do save Foundation and the Garden department of Pune Municipal Corporation the institute has organized tree plantation on 21st June 2018 at the forest area near Taljai Temple. The faculty and students reached at the place of plantation at around 11.00 am where they were received by the officials of the Garden department of the Pune Municipal Corporation and Do Save Foundation. Mr. Nikalje of the PMC briefed the students about the types of trees to be planted and how they are to be planted. He gave a demonstration to the students on removing covered plastic bag from the sapling. The tools and equipment required for plantation were made available by the PMC. The students planted 40 saplings and made a commitment that they will take care of these plants in future.



# प्रतिबिंब

RENDEZVOUS WITH  
MR. SHASHANK  
KETKAR

24<sup>th</sup> August 2018

Matrix School of Management Studies celebrated “**Rendezvous with Shashank Ketkar**” on 24<sup>th</sup> August 2018 in the Seminar Hall of the Institute. He was interviewed by **Mr. Rajesh Damble** well renowned anchor. **Shashank Ketkar** is an Indian television and theater actor predominantly working in the Marathi industry. He is best known for his role as **Shree** on the popular daily soap “*Honar Sun Me Hya Gharchi*”.

Shashank did his Masters of Engineering Management from Sydney, Australia. Worked as duty manager at Olympic gold-medalist Ian Thorpe's swimming school in Australia. While in Sydney, he took part in Marathi plays and musical programs organized by cultural groups Upon completing his education and on returning to India, he decided to indulge in performing arts, which had been only his hobby up till then. He joined "Sudarshan Rangamanch", a theatre group in Pune where he landed his first role in the play Purnaviram, which was directed by Pramod Kale and written by Sachin Kundalkar. He then auditioned for Marathi television shows and debuted as Kailash on ETV Marathi's daily soap Kalay Tasmay Namah, where he played grandson of Vikram Gokhale. He also did a negative character of Aniket Gaydhani in the serial Swapnanchya Palikadale that aired on Star Pravah.

Ketkar's biggest break came in 2013 with the Zee Marathi's daily soap Honar Sun Me Hya Gharchi where his lead role as Shreerang 'Shree' Gokhale made him popular. In 2013, at the Zee Marathi Awards, Ketkar received the "Best Actor" and "Best Couple" award along with his co-star, who plays his wife Janhavi. The show grabbed 11 awards in various categories. In 2015, the show's lead characters Shree and Janhavi started trending on social networks and Whatsapp as Janhavi's famous dialogue in the show "Kahihi ha Shri", which she regularly repeats, became popular.

The Matrix Educational Foundation's  
**Matrix School Of Management Studies**  
Presents  
“**प्रतिबिंब**”  
(Matrix Theatre Group)  
Rendezvous with  
**Shashank Ketkar**  
24<sup>th</sup> August 2018 at 10.00am



Shashank Ketkar  
Famous Marathi Actor





# प्रतिबिंब

RENDEZVOUS WITH  
MR. SHASHANK  
KETKAR

Students were mesmerized with Shashank down to earth attitude wherein he motivated the Students of 'Matrix' to excel in their life in whatever careers they pursue. He told them that they should be focused in their lives and have hard work as a tool to success. He gave examples about realities of success from his personal and professional life. Dr. Joe.Lopez proposed a formal vote of thanks. He thanked sir for sharing his valuable inputs with the student fraternity.



# TRAINING SESSION ON IMPORT-EXPORT MANAGEMENT



**21th August 2018**

The institute organized a Practical training session on Import – Export Management on 21st August 2018 at 2.00 pm. The resource person was Mr Vijit Singh Parmar from International Institute of Import & Export Management (IIEM). Dr Anand Padle felicitated the Mr Vijit Singh for accepting the invitation of the Institute as a resource person for the program.

In the beginning Mr Vijit Singh shared the statistics of import export of the world and India. He said that the dynamic export import sector with looming technologies demand a number of importers and exporters modernized with updated skills and a willful attitude. In this current scenario, it's our responsibility to evolve the individuals with such attributes that makes them competitive in all the spheres of life. He made the students aware of various opportunities available in the field of import and export.

Towards the end of his session he briefed the students about the general rules and regulations of import and export and also shared the general list of documents required for import and export of various products.

The session ended with the vote of thanks proposed by Ms Shital Jagtap.





## POST CARE ACTIVITIES OF TREE PLANTATION

### Post care activities of tree plantation:

15<sup>th</sup> Sept 2018

The Institute believes that once a plantation is done, the work should not be considered finished. It is necessary to protect the plants against weather, fire, insects and fungi, and animals. Precautions are taken in guarding the plants against possible future damage from insects and fungi by planting the species of trees that are suitable to the climatic and soil conditions of the site.

Post care activities of tree plantation on 15<sup>th</sup> September 2018 at the forest area near Taljai temple were organized to take care of 40 saplings planted on 21<sup>st</sup> June 2018 by the faculties & students.

The students did the following activities as a part of post care of tree plantation:

- i) **Weeding:** The students eliminated the undesirable vegetation which would impair the growth of the plants. This undesirable vegetation competes with trees and shrubs for light, water, and nutrients; weeding increases the availability of all or the most critical of these elements to the trees and shrubs. A primary objective of weeding is to promote growth and development of the plantation crop, while keeping the costs of the operation within acceptable limits.
- ii) **Thinning:** thinning of forest plantations, particularly those established for wood production, may be required to obtain the desired spacing between the trees. In general, this spacing is a compromise between a "wide" spacing to reduce planting costs and inter-tree competition in times of drought, and a "close" spacing to attain early canopy closure, the suppression of weeds, the reduction of weeding costs, and natural pruning of branches through shading.
- iii) **Watering:** Before watering, the area around the tree was cleared of weeds by the students, and they made a shallow basin around the stem of each tree to collect as much water as possible. The water was fetched from the nearby water tanks created by the forest department.





## GREEN WALK

**29<sup>th</sup> September 2018**

Green Walk was organised on 29<sup>th</sup> September 2018. The students of MBA First Year and faculties took part in this Green Walk. The students gathered at the Institute at 6.30am where instructions were given to them by Dr Anand Padle.

The students and the faculties started from the Institute at 06.45am for green walk to Taljai Temple. During the green walk the students were given information by the faculties regarding importance of environment conservation.

The students were also given tips about fitness i.e. importance of morning walk and how they should be walking? What are the benefits of brisk walk? What type of exercise boys and girls should be doing to keep them fit?

The students reached the Taljai temple at around 9am. After the darshan they played cricket and badminton in the nearby ground and prepared sandwiches for breakfast. During the breakfast the students shared their views about environment conservation, green environment, plastic free environment etc.

The green walk concluded at 11.30am.



02<sup>th</sup> Nov 2018

### Faculty Development Programme (FDP) on “Application of Soft skills in Classroom Teaching”

Dr. Anil Mehta Professor Manipal University Department of Business Administration (Faculty of Management & Commerce) Jaipur conducted a Faculty Development Programme (FDP) for the teachers on 2/11/2018 . Sir spoke about the importance of soft skills for Management Teachers and the different aspects of soft skills such as :

- Communication skills
- Making decisions
- Self-motivation
- Leadership skills
- Team working skills
- Creativity
- Problem-solving skills
- Time management

He mentioned that if these soft skills sounded familiar, it's because many of them are also 21st Century skills. This is no coincidence — many soft skills are timeless. They were important in the 1920s, and they're still important today. But as technology changes, the importance of these soft skills may change. For example, communication skills have become significantly more important over the past several years as email has become more popular in the workplace.

Forty years ago, our primary means of communication was face-to-face or telephone, which meant we always, heard someone's tone of voice. But with email, **tone** isn't there. That makes it harder for a recipient to understand a writer's intent, which then leads to miscommunications that might not have happened in a vocal conversation.

He laid stress that with changing time it is very important for Management Teachers to upgrade and inculcate in them techniques of soft skills to improve the quality of their teaching. This has become the need of the hour to face the challenges in Higher Education.

Dr. Joe Lopez proposed a formal vote of thanks thanking Dr.Anil Mehta for sparing his valuable time and imparting valuable important inputs to the faculty members of ‘Matrix’.

## FACULTY DEVELOPMENT PROGRAMME (FDP)





08<sup>th</sup> Dec 2018

**'GUEST LECTURE  
ON  
"ENTREPRENEURIAL  
OPPORTUNITIES FOR  
MBA STUDENTS  
THROUGH HERBALIFE"**

Mr. Chaitanya Borkar (Wellness Coach) from Herbalife Company, alumni of the institute conducted a guest lecture on "Entrepreneurial Opportunities for MBA Students through Herbalife" on 8/12/2018. He highlighted on the essence of Entrepreneurship as the need of the hour. In this ever changing and challenging business environment it is very important that one contributes to society as a job creator rather than a job seekers was the crux of his talk.

He spoke about Mark Hughes the founder and distributor of Herbalife who made a difference in the Healthcare and Nutrition Industry and its presence worldwide in 94 countries.

Rich Goudis, (CFO) of Herbalife has contributed significantly to the growth of the company as follows :

Integral Part of Herbalife Nutrition's management team for 12 years. Herbalife Nutrition CFO from 2004 to 2009 & COO since 2010.

Responsible for Worldwide Manufacturing Operations, Product Development, Quality, Supply Chain, Human Resources, Information Technology, Security and regional Finance & Operations functions. During his Tenure, the company:

Expanded its Herbalife Innovation & Manufacturing (H.I.M) facilities to five locations. Manufactures approx. 65% of all products in-house. Grew employee base to more than 8,000 people worldwide

At present the following is the status of Herbalife: In business for 39 years worldwide & 19 years in INDIA. More than 10 crore satisfied & registered customers & more than 44 lakhs Distributors worldwide. Member of the INDIAN Direct Selling Association. (<http://www.idsa.co.in/>) Pioneer in Nutrition & Weight Management products. Operating From 1980 Operating In 94 Major Countries Over 3 Million Associates worldwide, 300,000 plus in India Over 10 Crores Registered Satisfied Customers Listed in NYSE as 'HLF' Listed in GBWR- {GUINNESS BOOK OF WORLD RECORDS} Satellite Network Channel – HBN Turnover 1980 :- 2 Million \$ (Rs. 9 crores) 2017 :- 7.4 Billion \$ Herbalife pays up to 73% from the retail turnover back to Distributors at different levels No. 1 company in the No. 1 industry 'Wellness'

Dr. Joe Lopez proposed vote of thanks & thanked Mr. Chaitanya Borkar for sparing his valuable time and instilling the spirit of entrepreneurship among one student.



## FDP ON HUMAN VALUES AND MORALS NECESSARY FOR LIFE SKILL SETS

**13<sup>th</sup> Dec 2018**

The Matrix School of Management Studies along with Sinhgad Law College organised a FDP (Faculty Development Programme) on 13th December 2018 at 2 pm. The venue for the FDP was the Seminar Hall of the Sinhgad Law College. The faculties of Matrix School of Management Studies and Sinhgad Law College attended the FDP. Mrs Madhu Jagdeesh was invited as the resource person to conduct this FDP. The Principal of Sinhgad Law College, Dr Arunachalam Chettiar felicitated Mrs. Madhu Jagdeesh and delivered the welcome speech.

In her session Mrs Madhu Jagdeesh covered the topics mentioned below:

- Laws of nature which are applicable to each one of us.
- How can one control our mind? Some practical techniques were demonstrated during the session.
- How one carries forward the behaviours in not only this life journey but also the future life journeys was discussed.
- Various scientific findings about life were shared during the session.

Example of subconscious mind, beliefs, impact of emotions on food, water etc. were also discussed.

A new way of birthday celebration was also done for the faculty member who had birthday last month by singing the modified birthday song and highlighting what the others liked, admired or have learnt from the birthday person. She explained how the birthday person should make a list of human values he/she can inculcate from the others and how others can copy good human values from the birthday person.

At the end certificates of participation were distributed to all the participants by Prof. (Dr) Satish Ubale, Director, Matrix School of Management Studies and Dr Arunachalam Chettiar, Principal, Sinhgad Law College.

Vote of thanks was proposed by Prof. Nilofar.



## GUEST LECTURE AND ACT PLAY ON T HE LIFE OF SAVITRIBAI PHULE

**3rd Jan 2019**

The institute along with Sinhgad Law College organised a Guest Lecture and a one act play on the occasion of the birth anniversary of Savitribai Phule on 3<sup>rd</sup> January 2019 at 11am. The venue for this programme was the seminar hall of Sinhgad Law College.

Mr. Bibhishan was invited as resource person for the guest lecture on the life of Savitribai Phule and Prof. Kavita Mehtre was invited for the one act play 'Me Savitribai Phule Boltey'. The Principal of Sinhgad Law College, Dr Arunachalam Chettiar felicitated the resource persons of the programme and delivered the welcome speech. He spoke about the learning's we can take from the life of Savitribai Phule.

Mr Bibhishan Kumar shared the struggles of Savitribai Phule with the students which she made during her efforts to teach girls and the children of lower castes and the problems faced by her family at the hands of her community and the people from upper castes.

Prof. Kavita Mehtre performed one act play on the life and struggle of Savitribai Phule. She performed the characters of Mahatma Phule and Savitribai Phule. The roles which she performed were so powerful that everyone present in the seminar hall could see the journey of Savitribai Phule full of struggle and also how she came out as winner from that struggle through hard work, passion, love and commitment towards education of girls.





## ALUMNI MEET

**12<sup>th</sup> Jan 2019**

The Alumni meet was organized on 12/01/2019 at 4.30 pm. The venue for the Alumni Meet was the Seminar Hall of the Institute. On this occasion all the faculties and 27 alumni students were present.

The programme started at 04.30 pm with the lighting of lamp ceremony by the Director, Prof. Dr Satish Ubale and the student members of the MSMS Alumni Association. Then the Director, Prof. (Dr.) Satish Ubale felicitated the Founder Secretary Dr. Shilpa R. Kulkarni and Prof. Mrudula Risbud felicitated the Director, Prof. (Dr.) Satish Ubale.

The inauguration of the Plaque of registration of MSMS Alumni Association was done by the Director and all the member of the association.

The welcome speech was delivered by the Founder Secretary, Dr Shilpa Kulkarni. In her speech she reminded the alumni about their college days and activities conducted by them. Photos and videos of those activities were shown to the alumni during her speech. She also briefed the participants about the various new activities the Institute is conducting for the students.

In his speech the Director Prof. (Dr.) Satish Ubale welcomed all the alumni who had come from different cities for the Alumni Meet. At the beginning he spoke about industrial revolution 4.0 and how to remain in the competition everyone has to upgrade and polish his/her skills continuously. In his presentation he shared the growth of the Institute from 2010. He made the alumni aware of the rules and responsibilities of the student members of the alumni association. He was of the opinion that the alumni should contribute more in the development of the Institute by helping it in organizing industrial visits, guest lectures, final placements, SIP placements, Dissertation placements etc.





# ALUMNI MEET

After the speeches session of Alma Speaks started where all the alumni introduced themselves and shared their professional experience and achievements. Alma speak was followed by the management games full of fun and learning. All the alumni students enthusiastically took part in these games. The winners were given chocolates by the Director.

At the end of the programme dinner was organized by the Institute for the alumni students, volunteers and faculties.



## KITE FLYING FESTIVAL

**Day: 15<sup>th</sup> Jan 2019**

Uttarayan, also known as the International Kite Festival, is one of the biggest festivals celebrated in India. It takes place on Makar Sankranti every year, Makar Sankranti, or Maghi as it is commonly called, being the day that the sun transitions into Makara (Capricorn). It beckons the end of the month of the winter solstice and the beginning of longer days. One of the very few festivals in India that follows the solar cycle instead of the lunar cycle, Makar Sankranti and therefore Uttarayan, falls on the 14 or 15 January every year. The festival welcomes everyone to take part, irrespective of their religion, gender or nationality.

Makar Sankranti is kite-flying day. Traditionally celebrated on January 14 every year, it is a holiday when every family can meet outdoors 'cutting' each other's kites. This immensely popular kite flying festival is held all over India. The festival lures expert kite-makers and fliers not only from major cities of India but also from around the world. A plethora of designer kites are also put on display.

On the occasion of Makar Sankranti the Institute organised kite flying on Tuesday, 15/01/2019 on the terrace at 8am. The students of MBA I participated in kite flying. Groups were made by the students to fly kites. They competed with each other. The group of Vrushabh Mulatkar was judged the best kite flying group of the Institute. Everyone enjoyed kite flying.

This event was coordinated by Dr Anand Padle, Prof. Mrudula Risbud, Prof. Nilesh Awari and Mr Prasad Vidhate





## WORKSHOP ON HOLISTIC DEVELOPMENT

### Day 1: 22<sup>nd</sup> Jan 2019

Three days workshop organized on Holistic Development from 22-24 January 2019. The workshop started at on 22-01-2019 at 11.30am in the Seminar Hall of the Institute with the felicitation of Mrs Supriya Vaidya and Mrs Pooja Sinha done by the Founder Secretary, Dr (Mrs) Shilpa R. Kulkarni.

At the beginning Mrs Supriya Vaidya introduced her institute Heart fullness and how they are helping people to overcome stress through meditation. She said that holistic development is a practical approach to a comprehensive learning system where physical, social, emotional, mind and spiritual growth of a child is taken care. This style of education not only focuses on mere learning but also on implementing what is learnt. She also emphasized upon the power of meditation during her speech.

Mrs Pooja Sinha explained the concept of meditation. She said when we are silent and peaceful we can hear the gentle rhythm of our soul. Whether we choose to adopt a guided meditation, a trance meditation, a visualization meditation or any other of the thousands of forms available, it will still work as long as you get a few moments of peace, quiet and calm reflection. You don't even have to assume a pose for it - you can do it while you are performing mindless chores or even exercise. Towards the end she said that Meditation helps to develop our personality inside out.

The vote of thanks was proposed by Dr Anand Padle at the end of session of the first day.



## WORKSHOP ON HOLISTIC DEVELOPMENT

### Day 2: 22<sup>nd</sup> -24<sup>th</sup> Jan 2019

The second days session on Holistic development started at 2pm. Mrs Pooja Sinha was the resource person for the second day. She started her session with doing meditation with the students for two minutes. She said that many people learn how to meditate, but they do not practise it to the point of perfecting their ability to withdraw their attention. To do so, meditation needs to be practised daily. At first it is not easy to retrain our attention from focusing on the outside to focusing within because our habit has been to focus on the world around us. So, we need to sit with a still mind. We need to close our eyes and keep our inner gaze focused on whatever appears in the field in front of us. This means unwavering attention with no intervening thoughts. If we keep our mind still, we will begin to see the glorious treasures awaiting us within.

She said that it is possible to lead a balanced life, wherein we spend time in daily meditation while raising a family, having a job, and performing selfless service. By doing so, we begin to reap the benefits of our practice which results in greater concentration as well as increased calm and well-being. As our concentration deepens, we will begin to discover our own potential. We will experience a profound transformation that enriches all areas of our life—from personal relations, to physical, mental and emotional health, to our spiritual growth as well as the attainment of our life's goals. This transformation brings peace and joy into our lives and contributes to a peaceful, loving world.

At the end of her session vote of thanks was proposed by Prof. Mrudula Risbud



## WORKSHOP ON HOLISTIC DEVELOPMENT

### Day 3: 22<sup>nd</sup> -24<sup>th</sup> Jan 2019

On the concluding day of the workshop the resource person Mrs. Pooja Sinha emphasized on the following forms of meditation leading to holistic development:

- **Prayer:** She said that prayer is an extremely effective way for us to connect to the spiritual realm, whether we are praying to God, Goddess, angels or other entities. It still is an acceptance that we are all connected, and there is a bigger picture to life.
- **Compassion:** Compassion and empathy are true spiritual bridges. When we feel for another and connect with them, we are indeed connecting to the spiritual realm. Only a truly spiritual person can truly feel another's pain and pleasure. And if you can do it, then you are spiritual, whether or not you "believe" in spirituality.
- **Kindness and Helpfulness:** Being kind and extending a helping hand to another in need is a very spiritual act. If you can selflessly help someone out, however trifle the thing may be, it still boosts your awareness, peace and connectedness. Even if you do not believe that the Universe will repay your kindnesses threefold, you can still feel a sense of elation and fulfillment through acts of kindness. It is essentially what a spiritual experience is all about!

Towards the end of her lecture she took a guided meditation session of the faculty and students participating in the workshop for 10 minutes and made everyone aware how they can continue to meditate without guide also.

The three day workshop on holistic development concluded with the vote of thanks by Prof. Mrudula Risbud.





## CAMPUS CLEAN UP DRIVE

26th Jan 2019

The Matrix School of Management Studies organized On the occasion of 150th Birth Anniversary of the Father of the Nation Mahatma Gandhi the Institute organised Campus Clean Up Drive on 26th January 2019. Where the students cleaned the premises of he institute





# REPUBLIC DAY CELEBRATION

**26<sup>th</sup> Jan 2019**

The 70<sup>th</sup> Republic Day was celebrated at the Matrix School of Management Studies, Pune on 26/01/2019 at 08.00am. Republic day in India is celebrated every year with great pride on 26th of January to honour the Constitution of India as it came into force on the same day in the year 1950. It had replaced the Government of India Act, 1935 into the governing document of India.

The new Indian Constitution was sketched and approved by the Indian Constituent Assembly and it decided to celebrate it on 26th of January every year as India became a republic country.

The students of MBA I & II participated in the celebration. In the beginning the Flag Hoisting ceremony was performed by the Founder Secretary Hon'ble Dr. Shilpa Kulkarni and the Director of the Institute Hon'ble Prof. (Dr.) Satish Ubale. This was followed by the National Anthem.

Like every year we celebrated this year's Republic Day with different cultural programs prepared and performed by our students



Sr. No.	Activity	Name of student
1.	English Speech	Pooja Shinde
2.	Group Song	Vinita Vidhate, Pooja Shinde, Pallavi Birange, Priyanka Dongare, Siddhesh Borudkar, Ramdas Khaire & Shubham Pasalkar
3.	Hindi Speech	Pooja Jatar
4.	Marathi Poem	Nikhil Patole
5.	Marathi Speech	Siddhesh Borudkar

The Anchoring for the Republic Day programme was done by Ms Pooja Jatar and Mr Ganesh Chole of MBA I.

## SESSION ON DISASTER MANAGEMENT

**05<sup>th</sup> Feb 2019**

The Institute invited Retd. Principal Dr Anil Dandekar for expert lecture on Disaster Management on 05/02/2019. He has delivered more than 1000 lectures on Disaster Management at Educational Institutes, Professional Colleges, Rotary Clubs etc.

The session started with the felicitation of the resource person by Prof. Samadhan Jadhav. The speaker was introduced by Dr Anand Padle. At the beginning of his session he explained some of the natural and manmade disasters to the students.

Natural Disasters:

1. Geophysical (e.g. Earthquakes, Landslides, Tsunamis and Volcanic Activity)
2. Hydrological (e.g. Avalanches and Floods)
3. Meteorological (e.g. Cyclones and Storms/Wave Surges)
4. Biological (e.g. Disease Epidemics and Insect/Animal Plagues)

Manmade Disasters:

1. Environmental Degradation
2. Pollution
3. Accidents (e.g. Industrial, Technological and Transport usually involving the production, use or transport of hazardous materials)

He also shared his thoughts about recovery from disaster. He said the vulnerability of communities often continues for long after the initial crisis is over. Disaster Recovery refers to those programmes which go beyond the provision of immediate relief to assist those who have suffered the full impact of a disaster and include the following activities:

1. Rebuilding Infrastructure e.g. Homes, Schools, Hospitals, Roads Health Care and Rehabilitation
2. Development Activities e.g. building human resources for health
3. Development Policies and Practices to avoid or mitigate similar situations in future

The session was concluded with the vote of thanks by Mr Uttkarsh Dahikar.



## TWO DAY STATE LEVEL SEMINAR

**Day1: 22<sup>nd</sup> Feb 2019**

Two Day State Level Seminar on the Impact of Industry-Academia Interface on the development of Management Education in the current scenario was organised on 22<sup>nd</sup> and 23<sup>rd</sup> February 2019.

The first day of the seminar started at 10.45am with the lighting of the lamp ceremony followed by the National Anthem. Then the glimpses of the events and activities conducted by the Institute in the form of a video presentation, Matrix at a Glance was shown.

The Founder Secretary and the Director of the Institute felicitated the Guest of Honour, Mr. Yagnesh Buch, Head, Marketing and Corporate communications, KSB Ltd., Pune, and the Guest Speakers, Mr. Purushottam Nivaskar, Founder, Speegile Consulting, Mr Roy Abraham, Chief Manager- Circulation, Sakal Times, Pune and Dr Sajid Alvi, Director, DIMR, Pune on the first day of the seminar.

The Founder Secretary, Dr. (Mrs.) Shilpa Kulkarni in her welcome address made the participants aware of the importance of the Industry-Academia Interface. She said in this direction the Institute regularly organizes guest lectures of senior professionals from the industry to bridge the gap between theoretical knowledge and practical exposure to the students.

The Guest of Honour, Mr. Yagnesh Buch in his speech spoke about the radical changes in consumer behavior. He cited various examples stating that in this era of cut throat competition, consumer behavior is changing very fast and it is very difficult for the organization to maintain consumer loyalty. He said the organization has to develop some innovative techniques to maintain brand loyalty. Towards the end of his session he showed a video clip of the aftermath of 26/11 terrorist attack on the Taj Mahal Hotel in Mumbai. He explained with the video clip how the employees sacrificed their lives to save the lives of the guests at the hotel. He said the hotel staff was aware of the emergency exits but they ensured that instead of them the guest should use those exits to save





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their lives. He said that this type of behavior displayed by the employees will definitely create brand loyalty for the Taj Mahal Hotel. This was also seen in the video when the HR manager of Unilever who was carrying out a company event when the attack happened saying that they will surely be organizing their company events in the hotel.

The second guest speaker, Mr. Purushottam Nivaskar spoke about artificial intelligence in the industry. He explained the students the concept of Machine learning and Artificial intelligence. He emphasized on the benefits of artificial learning by giving simple examples. He said that researches on artificial intelligence are done with tremendous speed and daily changes are seen. In the near future if you visit another country and you face any legal issue and you are not aware of the laws of that country, there will be a app called 'robo lawyer' who will help you in all the legal matters similarly in case of any medical emergency you will get the help of another app called 'robo-doc' who will help you in case of medical emergency.

The third guest speaker, Mr. Roy Abraham shared various opportunities available in the newspaper industry. He highlighted the social cause initiatives taken up by the Sakal Group of Newspapers for the upliftment of the society. He also made the students aware about the 'Impact Fund' created by the Sakal Group for educating and skilling of the students. He said that if a student has a great idea but he is unable to pursue it because of lack of capital such students should contact them and if the idea is approved by the experts then that will be funded by the impact fund created by the Sakal group.

The first day of the Seminar concluded with the lively session of Dr Sajid Alvi. He explained the concepts of success and happiness in detail to the students and emphasized on the importance of happiness in one's life to reduce stress. He discussed on the advantages of converting passion into profession. He also suggested how we can overcome failure with right attitude.

At the end of day one of the Seminar vote of thanks was proposed by Dr Anand Padle.



## STATE LEVEL SEMINAR

**Day2: 23<sup>rd</sup> Feb 2019**

The second day of the Two Day State Level Seminar on the Impact of Industry-Academia Interface on the development of Management Education in the current scenario started at 10am with the National Anthem followed by the felicitation of the Guest Speakers. The Director of the Institute, Prof. (Dr) Satish Ubale felicitated Mr. Aman Sinha, Senior General Manager Order Management & Customer Services, Cummins India Ltd., Mr Mangesh Pathak, Scientist, Central Institute of Road Transport (CIRT), Pune, Mr Sumit Godalkar, Assistant Manager Purchase, Honda Motorcycle & Scooter India Pvt. Ltd., Pune and Mr Shoaib Inamdar, Trustee, Ideal Education Trust, Pune

The first Guest speaker, Mr. Aman Sinha shared his experience of the importance of contributing towards the society during Oxford Advanced Management and Leadership Programme at the Said Business School, University of Oxford. During his presentation he explained how the companies are now investing more on the development of the human capital. Towards the end of his speech he suggested the students that to be successful they should imbibe some practices such as reading newspapers daily, watching business news, and reading good books and always try to improve upon the knowledge.

The second Guest speaker, Mr. Mangesh Pathak shared his experience in the field of technology management. He focused on the introduction of electric vehicles and lithium batteries to control pollution. He said that the lithium batteries are now regarded as the next crude oil. In his presentation he shared the data related to the pollution caused by the vehicles running on petrol and diesel and the advantages of shifting to electric vehicles. He also said that to promote the use of electric vehicles in the country the government is thinking of introducing various benefits or discounts to the people opting for electric vehicles.





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The third Guest Speaker, Mr. Sumit Godalkar spoke about the various techniques of operations and supply chain management such as Kaizen, Kanban, 3M, Just in time, Pull production system etc.

The fourth Guest Speaker, Prof. Shoaib Inamdar shared his experience of starting a school with one teacher and six students and how he developed it to 7 schools, 1 Junior College with more than 3500 students and 125 staff members. He also highlighted how he is contributing to the development of the society by organizing job fairs for the unemployed youth under Sushikshit Rojgar Samanway Sanghatna.

The final speaker of the Seminar was Dr Preetam Salvi. In his presentation he shared the journey of his life with the students. He discussed both his success and failures of his career. He told the students if they want to be successful they should accept that there is shortcut to success. They have to work hard to taste success. At the end of his presentation he made the students aware of the do's and don'ts of the interview and group discussions. The Two Day State Level Seminar concluded with the vote of thanks proposed by the Director Prof. (Dr) Satish Ubale.





## TWO DAY WORKSHOP ON CAREER GUIDANCE FOR GRADUATE STUDENTS

**09-10 March 2019**

Two Day Workshop on “Career Guidance for Graduate students” was organised on 9th and 10th March 2019. The workshop began at 10.30am with the session on Personality Development conducted by the Director of the Institute, Prof. (Dr) Satish Ubale.

He started his session by explaining the meaning of PERSONALITY with a small activity and shared the attributes of a person with Good personality. He made the students aware that how personality plays a vital role in the success of a person and shared different types of personality with them. Towards the end of his session he gave the following tips to the students for their personality development:

- Kindness
- Cleanliness of both Mind And Body
- Unselfishness
- Obedience to Ideals and Principles
- Honesty in All Things
- Truthfulness
- Loyalty
- Good Health

The second resource person, Dr Anand Padle took session of Interview Techniques. In the beginning he explained the students on how the present day interviews are different from the traditional interviews and various types of interviews. He conducted mock interview during his session and shared the do’s and don’ts of the interview. He concluded his session with tips for interview practice:

- Situational Knowledge
- Physical Preparation
- Mental Preparation
- Written Preparation

Prof. Samadhan Jadhav started the post lunch session on “Opportunities in Finance Sector” at 02.30pm.



## SESSION ON HARMFUL EFFECTS OF PLASTIC WASTE

30<sup>th</sup> March 2019

Matrix School of Management Studies under its Institute Social Responsibility (ISR) organised a session on harmful effects of plastic waste on 30/03/2019 at 1.30pm in the Seminar Hall. The resource persons for the session were Mrs. Nirmala Thormote and Mr. Aniket Thormote of Do Save Foundation (NGO). In the beginning the resource persons were felicitated by Dr Anand Padle and introduced by Ms Shruti Memane.

Mr Aniket Thormote at the start of his speech shared the statistics of daily generation of plastic waste in India and in Pune. He said that the plastic waste is increasing at an alarming rate because we are disposing plastic waste in a improper manner and because of that recycling is very less. Plastic waste leads to three major types of pollution:

- a. **Water Pollution:** In the rivers, sea and oceans, plastic waste injures and kills fish, seabirds and marine mammals.
- b. **Land Pollution:** When plastic is dumped in landfills, wind carries and deposits plastic from one place to another, increasing the land litter. It can also get stuck on poles, traffic lights, trees, fences, tower etc.
- c. **Air Pollution:** Burning of plastic in the open air, leads to environmental pollution due to the release of poisonous chemicals. The polluted air when inhaled by humans and animals affect their health and can cause respiratory problems.

At the end of his session he suggested ways to reduce plastic waste:

1. Reduce the use of single use plastic: The use of plastic bags, water bottles, straws, cups, utensils, dry cleaning bags, take-out containers, and any other plastic items that are used once





## SESSION ON HARMFUL EFFECTS OF PLASTIC WASTE

and then discarded should be reduced.

2. **Recycle properly:** When you use single-use (and other) plastics that can be recycled, always be sure to recycle them.
3. **Spread the word:** Stay informed on issues related to plastic pollution and make others aware of the problem. Tell your friends and family about how they can be part of the solution to plastic waste.
4. **Support plastic bans:** Support the adoption of such policies in your community that will reduce plastic waste.

Vote of thanks was proposed by Ms Mrunal Kulkarni, Mrs. Nirmala Thormote and Mr. Aniket Thormote of Do Save Foundation



## SESSION ON SIP GUIDELINES

**Day : 14<sup>th</sup> May 2019**

The Institute organised a session on SIP guidelines on 14<sup>th</sup> May 2019 at 12.30pm. It was conducted by the Director of the Institute, Prof. (Dr) Satish Ubale. In the beginning he made the students aware of the meaning of Summer Internship Project (SIP). The following guidelines on how to do SIP were shared with the students:

- At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for 8 weeks.
- It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIP.
- The SIP may or may not have a Functional Focus, i.e. the student may take up a SIP in his/her intended area of specialization or in any other functional area of management.

The student shall submit a written structured report based on work done during this period on the basis of suggested guidelines and research methodology.

The report should be well documented and supported by:

1. Introduction/ Executive Summary.
2. Objectives of the Study.
3. Company/ Organization profile (including Organization Chart).
4. Research Methodology (Statement of Problem, Hypothesis (if any), Research Design.
5. Data analysis, Data Interpretation & Hypothesis Testing.
6. Relevant activity charts, tables, graphs, diagrams, etc.
7. Suggestions & Recommendations.
8. Conclusions.
9. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)





## SESSION ON SIP GUIDELINES

### 10. Appendix (Questionnaire, Data Sheets etc.)

The Director emphasised that the SIP should reflect the nature and quantum of work undertaken by the student. The report must reflect 8 weeks of work and justify the same.

The student shall submit TWO hard copies & one soft copy (CD) of the project report before 20th August 2019. One hard copy will be returned to the student by the Institute after the External Viva-Voce.

He also informed the students that the Institute will conduct an internal viva-voce for evaluation of the SIP for 50 marks in the first week of September 2019.



# OUR RECRUITERS



2019



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