

Lakeside Musings

A Monthly Newsletter for the NITIE Alumni

Issue 7, Feb 2005

SANSMARAN 2005

Sansmaran 2005 was conducted on 26th February in the NITIE auditorium and lawns, in its usual glamour and charm. Sansmaran at NITIE is about **Sanskar** (tradition), **Smaran** (memories), **Sanskriti** (culture) and **Sangsparsh** (bonding). The event was graced with the presence of over 50 alumni and their families.

The event started by with the **Annual General Meeting** (AGM) which was presided over by the Director of NITIE, **Prof. Ashok Mishra** and the Associate Dean (Placements), **Prof. Ashok K. Pundir**.

After the inauguration and customary speeches, a few of the alumni members shared their wonderful experiences during their stay at NITIE. The Director then formally released the *Sansmaran souvenir* to commemorate the occasion.

As this is the **Silver Jubilee year** for the **IE-7 Batch**, the alumni from that batch were felicitated. On behalf of the entire NITIE fraternity we congratulate all of them, including those who could not make it to this year's Sansmaran.

Following this, the present batch of students displayed their talent through a cultural programme which was very much appreciated by the audience. "The Tupperware Lucky Draw" results added further excitement among the sizeable audience in the "overfilled" auditorium.

Display of the new and upcoming Alumni Net Portal for the alumni was another star attraction of the event.

The games which followed the cultural event were also hosted by a student (or ex-student!) of NITIE, Mr. Amit Doshi, IM-1 alumnus. Through his wit and charm he managed to win the heart and soul of the audience, which transcended all age groups.

NITIE lawns, well decorated and brilliantly lit, with the delicious dinner laid out, at last provided a chance for the old friends to interact with each other. To further make the occasion an unforgettable one, the alumni were given parting gifts in the form of Sansmaran T-shirts and mementoes to mark an end to this year's Sansmaran.

Photographs of Sansmaran 2005 have been uploaded to the Photos section of the yahoo group nitie@yahoogroups.com

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Samiksha

Eminent personalities from the field of Marketing and Retailing were invited to speak on the topic, “**Retail Marketing -The Challenges Ahead**”.

The speakers who graced the occasion were:

1. Mr. Sujit Das Munshi, Executive Director, AC Nielsen ORG-MARG India
2. Mr. G Dhananjayan, VP (Sales and Marketing), Orange, Hutchison Max Ltd.
3. Mr. Mohanty, Chief Manager, Retail, IOCL
4. Ms. Sudipta Sen Gupta, Head-Marketing, Cafe Coffee Day
5. Moderator - R Jagannathan, Senior Associate Editor, Business Standard & Editor, Indian Management

The presentations were followed by deliberation between the panel members on the topic. An interactive Q&A session followed thereafter with the students. It included questions on the challenges faced when the retailer becomes a manufacturer, how collaborative retailing would help and the impact of VAT on the retailing segment.

Company Visits

INTEL

Continuing the firm bonding between the industry and NITIE, this time a team from Intel USA came down to the NITIE campus. Mr. Ajay Sevak and Mr. Jim Cameron were the 2 people from Intel. After having a brief session with the faculty the distinguished guests addressed the students.

They discussed the supply chain at Intel and how it was different from the supply chain in other IT companies. The role of industrial engineering in Supply Chain Management was also highlighted. Various concepts of the like Capacity Planning, Equipment improvement, productivity improvement, Data Analysis, Automation and Simulation Model Building were discussed.

Editor's Desk

February, was the month of alumni reunion and their confluence in NITIE. Sansmaran, the annual alumni meet was the predominant activity for Nitieans. It was also a month involving a series of corporate visits and guest lectures. Lakeside Musings attempts to catch all these events in this edition.

B-Gyan Lecture

UTI ASSET MANAGEMENT

Mr. Ajeet Prasad, President, UTI Asset Management visited the NITIE campus. He spoke on Corporate affairs and governance. He said that although businesses should be run professionally yet they should not be purely promoter driven. It is the stakeholders i.e. the employees and customers who run the business.

As the session proceeded Mr. Prasad talked about the various scenarios in corporate governance. He cited examples and said that corporate governance is worst in case of MNCs. "In best of the companies, corporate governance is the worst". The session concluded with the audience posing some queries related to the topic to the distinguished guest.

Mr. Jim Cameron also opined that Supply Network Planning is an integrated function in Intel. The session concluded with queries from the audience.

The Timken Company

Mr. Timken visited the NITIE campus with his high profile team from The Timken Company, which included Mr. Gordon Robinson (MD-India) and Ms. Chitra Aiyar (communication expert). W. R. "Tim" Timken, Jr. is the Chairman - Board of Directors, The Timken Company, one of the oldest and biggest manufacturing firms in the world.

Mr. Timken, a native of Canton, Ohio, is a graduate of Phillips Andover Academy at Andover, Massachusetts, Stanford University and the Harvard Graduate School of Business Administration.

Mr. Timken talked about his early days at the Timken Company and how he brought about changes there. He talked about the challenges faced by the organizations today from the customers, competitors and the government and the need of highly qualified people to meet such challenges. With respect to India, Mr. Timken said that a good government would be the key to the growth of the private sector.

SPICMACAY

As part of the ongoing SPICMACAY fest, the NITIE SPICMACAY chapter acted host to a Kathak Performance by Smt. Sunayana Hazarilal on 15th Feb. She is the only surviving performer of the Banaras Gharana of Kathak founded by Pt. Janaki Prasadji. Besides being a well renowned artist, a recipient of senior fellowship from Deptt. of culture, Govt of India, she has many awards and remarkable performances to her credit.

The program saw large participation from the NITIE family. The artist enjoyed interacting with the students and sharing her immense knowledge with them. The smooth articulation of her feet, hands and arms along with the facial expressions left everyone in awe. In continuation with the spirit, SPIC MACAY NITIE is planning to organize a Yoga Workshop in the campus very soon.

PARKER HANNIFIN INDIA LTD.

Mr. Viren Joshi, MD, Parker Hannifin India Ltd. gave a lecture on the topic "Marketing of Fluid Power Tools in Indian market". "World fluid power market is of \$50 billion while Indian contribution to it is just \$500 million", he revealed.

While explaining further about fluid power industry he gave examples regarding his company. In the end, Mr. Joshi advised the students that it is a wonderful time for Indian economy and they are really blessed. So they must make full use of it. He said, "You would learn theoretical and practical skills but the most important are the interpersonal skills. So have strong interpersonal skills and a huge capacity to work hard as there is no substitute for it."

REGIONAL ALUMNI MEETS

With summers of the batch coming near, like every year we plan to organize Regional Alumni Meets in Delhi, Bangalore, Chennai, Hyderabad and Kolkata. As we have many emails in this regard from the alumni, we request the alumni who are interested to organize the meets to kindly get back to us so that the concerned people who go for summers in the respective cities can coordinate with them. Hoping for an early response. For any queries email at nitie_alumni@rediffmail.com or at the yahoo group.

SIFE

Students of NITIE have taken a novel project, named TORSION, under SIFE (Students in Free Enterprise), a global non-profit organization. This program, tailor-made to suit hectic curriculums of B-Schools, helps students adopt a healthier approach to life.

When a regular NITIEan prepares himself to go to sleep, the SIFE TORSION team of IM11 students goes about waking SIFE members from their sleep. By 6:00AM, one sees these 20 odd students marching on to the football ground - their experimental abode. The training includes Yoga, Aerobics and Weight training program, introduction to basics of Nutrition to name a few.

Of late the team has been making full use of the state of the art and esoteric Ergonomics Lab of NITIE for fitness tests. SIFE has also extended and penetrated the mess with glucose and sprouted pulses being served to the health freaks for breakfast.

STREET – Quasi Mutual Fund ‘Arth’

A forum for finance enthusiasts, Street is dedicated to nurture and impart knowledge in all aspects of Finance. Be it discussions on the latest trends in capital markets to bond valuations to nitty gritty of forwards and futures to investment banking - the Street tries to encompass all.

As a special initiative, the Street students have launched their own quasi-Mutual fund "Arth" where students get a real feel of the equity markets and put their fundamental and technical analysis skills to test. The investments in the fund are in units of 500/- open to all NITIEans. Any alumnus wishing to invest can contact us at the yahoo group or at nitie_alumni@rediffmail.com.

TREK TO RAJMACHI

The students of NITIE recently went for a trek to Rajamachi fort, a place near Lonavla, Pune. This trekking activity was organized as a part of environment management curriculum by the Adventure club of NITIE.

It was an excellent break from the day to day exacting work. It was organized to help students come closer to nature. This fort is surrounded by deep valleys on the three sides and a thick wooded lush green forest on the other.

From the top of the fort we could see Shirota lake on the east and Sangshi village in the North. To the west, we could see Lonavala and Khandala as well as the Express Highway.

All in all it was a memorable experience for all of us. It was nice to spend a day sans laptop and management jargon around. It was a day which everyone of us will cherish throughout our lives.



Join the Arbit Yahoo Group to receive Regular Comic Strips every fortnight !! http://groups.yahoo.com/group/arbit_mba/

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nitie_alumni@rediffmail.com

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