

**ALUMNI** PIZZAZZ  
M A G A Z I N E

# Entrepreneurship

*SPECIAL ISSUE*

**Secrets**  
to **startup**  
**success**

**jims**  
Sector-5, Rohini, Delhi

## INSIDE THIS ISSUE

Entrepreneurship- SURVIVING ALL ODDS

The Art of Networking

Knowledge is Divine

Journey of an Entrepreneur

The New Age Individual challenge

Cover Story- White Rock

Dream Big

Alma Mater 2012

Updates @ JIMS

Rendezvous

## Editorial

**Ms Surbhi Malhotra**

Associate Professor, Head  
Alumni Association  
Jagan Institute of Management Studies



Dear Alumni

I take this opportunity to give you a crisp report of the JIMS Alumni Association where we have outnumbered our previous growth parameters.

We have a potential to grow from here - slow but steady. The JIMS Alumni Council, which has members from all chapters, meets quite often and work hard to take this association forward. The office is completely institutionalized at JIMS campus.

On the Alumni Dinner 2012, we have formed the new alumni Association office (2012-2014), with Mr. Kumud Ranjan(2004-06) as the President and Mr. Ankur Goyal (2009-11) as vice President.

We now involve alumni with various programs of the Institute which you would have seen like admission interviews, mentoring, guest talks etc. The Office now also has a quarterly newsletter, periodically updated website, reunions, updates from campus etc.

We are bringing the Institute closer to you by live webcasts or Chapter Meets events in your city

We are incorporating the feedback, you all are giving to make our Association stronger - e.g. updating email id was a feedback from many of you that we are doing this year. .

Last but not the least, we are building excellent life-long relationships with you. I cherish my friendships with you all. There is not a single day when alumni don't visit my office and I thoroughly enjoy a hot cup of coffee with them And almost all our initiatives are done through alumni connections. And all of this would not have been possible without support from you and the Institute. I personally, get more than 100 emails a week. And I try and respond to each of you. We are learning to do better and always keep our ears open to your suggestions, with the intent to incorporate them. So feel free to write to me more. I look forward to the next many more years with all of you together. Let's engage, energize and enhance JIMS's leadership through a strong alumni association.



# ENTREPRENEURSHIP

*SURVIVING  
ALL ODDS*

The preface of an entrepreneur sounds exactly the same as a person standing against all odds of life, passion, angst and the will to come victorious in all phases of life. An Entrepreneur is a winner who aims high and stands different to create a name for himself. Today, managing and juggling with lives to win all situations and circumstances is the task that needs to be considered. The entrepreneur in us sees opportunities everywhere we look, but many people see only problems everywhere they look. The entrepreneur in us is more concerned with discriminating between opportunities than he or she is with failing to see the opportunities.

*Just like a flower that inhibits the quality of reaping in the desert, the entrepreneur in us comes out victorious against all odds and circumstances in every phase of life.*



# THE ART OF NETWORKING

"Great men are they who see that the spiritual is stronger than any material force, that thoughts rule the world."

- *Ralph Waldo*

Last night I went to see the principal of a college to congratulate her on moving into a new house and also for a New Year wish. Me and my wife had a great time where in we talked to this lady and for the first time got to meet her husband. We spent about 2 hours and felt that now our relationship with this lady principal has improved a lot and moved beyond mere professional level. Come to think of improvement in the relations, sometime back we approached this lady principal and she was kind of brusque and we thought that she is not very get along types. The meeting yesterday changed all that. Not only is she warm and cordial but very good by heart and we could know all this because we continued our relationship and didn't give up and slowly she also got comfortable with us. Through this experience we felt that networking is a slow process and it takes a long time for the relations to develop and nurture. Time and again I have felt that relations are fruitful when they move beyond just professionalism and get more personal. In India networking is not a very well developed art and still looked down upon. Getting a job through networking is not considered ethical and is frowned upon. The case in US is exactly opposite. Most of the jobs come through networking.

After having done my MBA from US, and working in the corporate sector for more than nine years, I know that some people are smarter than others at getting things done. Now, I understand that the source of their effectiveness is their networking and relations building skills. Being an entrepreneur, I have realized that almost 99% of any business is about networking. However the process is laborious and time consuming but it is worth the effort.

The networking is also all about proactiveness. The people who are proactive are not afraid to make a blind call, are good at connecting with others. The biggest stumbling block on the road to network is to have an inflated ego. Good networkers never have big ego and are always down-to-earth people.

In India, unfortunately, networking is not something that is taught in school and colleges...though it should be. It is surprising that even b-school do not have any structured classes or curriculum on the benefits of networking.

One probable reason may be that b-schools in India are churning out job-seekers and not wealth creators or entrepreneurs. The job seekers always think that it is the duty of the college to get them a job. Training and placement officers should call the companies and network with them and not the students. This mindset has to change and the young people should learn this great art of networking. It is not only about MBA or about any particular career but in almost every possible sphere of life, networking can be put to great use. If not use, it is always nice to have someone to talk to and share ideas and opinions. We humans are social animal and to live in a society we have to learn the art of socializing and be adept at it to be successful. When Mahabharata was destined to take place, Sri Krishna said to Arjuna to go and seek the blessing of every possible king. He asked Pandavas to send ambassadors to all the Janpadas to network and invite the kings to fight from their side. Networking is an old and useful art and will never lose its shine.

**"Where is the wisdom we have lost in knowledge?  
Where is the knowledge we have lost in information."**

**- T.S. Eliot**



# KNOWLEDGE IS DIVINE

The world we live in was made little by little and behind it lies the knowledge garnered over ages by countless men and women. These were the people who continuously strived to make this world a better place to live in. Bit by bit, we have, over countless centuries, unfolded the mysteries around us and used the ubiquitous knowledge to improve our lives. Without this sustained effort and constant hunger for knowledge we would be living in wilderness, wearing skin and eating raw flesh.

All the above wouldn't have been possible without constant hunger for knowledge. For the mankind, knowledge has opened many doors, may it be the doors of comfort by building machines and robots or may it know oneself. By constantly striving hard we have made our life comfortable. However the ultimate goal of the knowledge is not to amass comforts but built lasting peace and happiness and this is not possible without knowledge and spirituality entwined. The moment we are at peace with ourselves, we shall be at peace with others and then true happiness will follow and pervade the society. But this is easier said than done as it involves a constant process of reinventing ourselves. The process of reinventing will not happen by merely reading books and passing certain exams and courses. Unfortunately, knowledge today is synonymous either with literacy or passing off of various exams and having a successful career. The process of reinvention will roll in only when society will emphasize on gathering wisdom rather than amassing data. In the process of this collection and analysis of data, the knowledge has lost its divinity and is no longer a path towards redemption or salvation.

First of all we will have to ask whether knowledge is merely a means to get a job and learn few subjects or learn to read or write. We are yet to know that the true attainment of knowledge has nothing to do with getting a job. The ultimate aim of knowledge is to know oneself and through that attains the peace and happiness. The ultimate aim is to be one with the God.

Knowledge should lead to wisdom as wisdom is the essence of life but these

days' people seek knowledge, not wisdom. Knowledge is of the past, wisdom is of the future.

Just as the ocean rises up as waves, true consciousness rises up with the help of true knowledge and the true knowledge is attained when a person constantly strives for it. Knowledge is beyond written words and can't merely be attained by learning to read or write though it may be the first step towards attaining the divinity or enlightenment.

As liquor is able to make one see all sorts of phantoms in the empty sky, similarly, the deluded mind is able to make one see diversity in the unity. Just

as a drunkard person sees objects moving, the ignorant (without knowledge) one sees movement in this world. Only through the knowledge can one discern between good and bad, right and wrong. In fact, knowledge is the only salvation in this world full of confusion and mirage. But this knowledge is more than few words in ink. The great teachings unanimously emphasize that all the peace, wisdom, and joy in the universe are already within us; we don't have to gain, develop, or attain them. We're like a child standing in a beautiful park with his eyes shut tight. We don't need to imagine trees, flowers, deer, birds, and sky; we merely need to open our eyes and realize what is already here, who we really are — as soon as we quit pretending we're small or unholy.

This intuition of knowing oneself will come through knowledge and wisdom but before that we will have to understand that knowledge without wisdom is a process of piling up facts. Wisdom lies in the simplification but unfortunately we are great at making things complicated. Our offices, our government, our laws and regulations – all are working towards making things complicated instead of the other way round. Instead of making knowledge a weapon to fight off ignorance, we are making it a shield to hide our in-competencies and corrupt attitudes. In our society knowledge has lost its divinity but has become a dangerous weapon in the hands of babu's and beaurocrats who are misusing it.

But I have always believed that imagination is stronger than knowledge, that myth is more potent than history. I believe that dreams are more powerful than facts that hope always triumphs over experience that laughter is the only cure for grief, and above all, love is stronger than death. In the end I remember these lines by a famous poet.

**Mr Sandeep Gupta**  
**Associate Professor, JIMS**

# Journey of an Entrepreneur

## Journey of Self-discovery

- Defining success
- Birth of an idea
- Implementing the Business Plan
- Working Independently
- Taking things forward
- Accessing the results
- Answerability to none
- Enjoying the fruits of investment
- Taking all pros and cons into consideration
- Watch errors and gain from experience
- Counting all efforts

Peter Drucker once said “The entrepreneur always searches for change, responds to it, and exploits it as an opportunity”. Journey of an entrepreneur is a journey of self-discovery, exploring one’s own instincts and counting on one’s own caliber, delivering and attaining leadership instincts with substance and valor and gaining the power of working independently are its characteristics.

### *Defining success*

Success is an amateur term for an entrepreneur. Designing and re-working the idea and germinating it into a business are its aim. Success comes to those who wish to seek it. Likewise; entrepreneurs are born tigers, whose thirst for leadership and attaining the goal quenches at the brink of final achievement. The qualities that they possess go rightly with their names as explorers, extra-ordinary, and expeditors. Hunt for opportunities leads them to success.

### *Birth of an idea*

Formulate a business plan that an experiment with its core competencies is what an ideal entrepreneur hunts. Any idea if driven in the right channel can transform into a plan that can lead to a success. Connecting thoughts and channelizing the energies into right structure is what he/she looks for. Their story is simple & niche i.e has an idea; experiment with it.

### *Establish a brand*

A great way to add useful content to this newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



## *Implementing the Business Plan*

If we look back at Maslow's theory of planning, organizing, directing, controlling & staffing we would rightly get all the answers of what an entrepreneur does. Incubating a business plan takes into account all the factors of a journey of a successful business. What we see today is not necessarily going to be tomorrow, thus revival and renewal of ideas is a mandate option of what an entrepreneur considers.

## *Working Independently*

Exploring all the risk parameters and generating an idea are the to-do task of an entrepreneur. Working in tandem with the opportunities and attaining the best is what an entrepreneur aims for. The idea is fresh and stems from the fact that it has to be taken forward independently with an overview of all the parameters of change.

## *Taking things forward*

We move and focus through the Maslow's approach; now is the time to give it a bent of implementation. Any idea which we come across can be converted into a successful business plan. The tough process behind is the task of taking it forward. Take chances and account all challenges to make a business plan work is the broader perspective of an entrepreneur. The idea can be of any matter of concern but it has to follow the ethical code of conduct as well.

## *Accessing the results*

Results reap from the fruits that have been germinating over a period of time. They can be good or bad, but regardless of the fact an entrepreneur needs to channelize all its energies in moving forward and creating a success. Once the hard-work is instilled the results are analyzed in a calculative manner. All profits and no loss is not the win-win situation, therefore possessing the capacity of bearing the loss factor should also be considered. Winning is the aim keeping losing a parameter.

## *Answerability to none*

Independent and working on own terms are major characteristics of an entrepreneur. They are the bosses of their own will, which makes them stand and shine amongst the crowd. Portraying an independent image and being responsible and answerable to own are to be possessed. Generating a work-life balance and being an independent worker is what an entrepreneur is defined.

## *Enjoying the fruits of investment*

Team effort and leading a team keeping all matters of winning and sharing is an active role of an entrepreneur. The fruits of investment can be enjoyed by all those who wish to be a part of it. Major stake-holder of the success of the results is the entrepreneur himself



## *Taking all pros and cons into consideration*

All factors should be considered while implementing a business plan. The pros and cons, positive and negatives all are to be considered to deliver and establish a brand. Before implementation process an active research is ideal and mandate. Research undergoes and takes into account all the errors that a business may face. Therefore, the role of an entrepreneur is an active one not of a passive one.

## *Watch errors and gain from experience*

Errors are bound to happen in any form of business; anything which is void of errors is impossible. Therefore an entrepreneur has to be watch-dog and an active eagle in keeping into consideration all the possibilities of all errors. Experiencing downfalls is a part of any business therefore it is advisable to be a inquisitive in the thirst for knowledge and experience.

## *Counting all efforts*

Efforts of each and every one should be considered as they count on to create a broader outline of a business. An entrepreneur is an active listener and watches all the efforts instilled within due course of its idea. This is an important aspect as it takes into account all the factors that may affect its future outcome.

## *Establish a brand*

All the factors necessitate the establishment of a brand. From birth of an idea till the giant replica of a organization all the factors are considered. Terming a successful business into a brand and implementing it into an idea of success is what a brand possesses. Therefore, all the qualities of Leadership, valor, courage, risk-taker, inquisitiveness sum up when a brand establishes. It possesses one unique quality that makes it acquirable and likable. To enhance and upgrade that one quality leads it to be a brand itself.





# THE NEW AGE INDIVIDUAL CHALLENGE

No one would debate that India is a land of entrepreneurs. From the globally renowned captains of industry like the Ambanis and Tatas . Pharmaceutical giants such as the Reddys and well-known IT pioneers like Narayana Murthy and Azim Premji to the millions of men, women and children who are entrepreneurs out of necessity, using their imagination and wit to survive.

While many Indians, young and old, may aspire to emulate the commercial entrepreneurs who have made billions, there is a growing number of talented, educated young men and women who march to a different drummer. They want to use markets to change our broken system.

They are not content with pursuing short-term profits, irrespective of the costs to society and the environment and assuaging their consciences through acts of charity and 'corporate social responsibility'.

Young students from all walks of life take admissions in all kinds of colleges /institutions and take the course of their choice to be successful in their future lives. But the big question is how do they do this successfully .

Now days in all kind of management, retail and fashion institutes, Entrepreneurship is being taught as a subject all together to give deep insight to all who want to become one. Some institutes like Pearl Academy have opened Entrepreneurship cells also like many others.

This article signifies and outlays some easy steps for all like minded individuals to step to the path of Entrepreneurship.

Though there's no scripted way to become an entrepreneur, but there are certainly things you can do to make your journey easier.

1. Have strong belief in yourself and a will to succeed and also at the same time you should have ability to respect criticism if any because you need to be patient and learn from mistakes done by you and by others so that the mind is always open to change for the better .

2. The birth of an Idea takes place with the product selection for which one needs to turn it into project venture, protect with copyright if it is real brain stormer and then discuss with all those who have walked the road before to have a perfect guidance .

3. RISK: It's the key to Entrepreneurship since nothing great can be achieved without this element.

It is well said by someone that:

'You cannot cross a chasm in two small jumps; you have to take a big jump'.

Expect the unexpected. The road to entrepreneurial freedom is rarely paved, and generally speaking, your tires aren't ready for the rocky terrain, either.

4. A strategy or a plan for the business need to be created which needs to have the company's values , the goals to achieve , understanding the market , financing ,competitors & your strength and weaknesses and last to have team to support you .

If you're going to traverse the road of an entrepreneur, you need to play it smart by avoiding distractions and obstacles.

But with all the above certain precautions also need to be taken right at the start of new venture which are related to poor planning , lack of finance, poor management and location disadvantage so that there is no hole dug in the pocket.

So come one and come all and ignite the fire in U and become an Entrepreneur.

Always have a MOTTO: Perfection with Devotion  
While Treading the Gateway to Entrepreneurship

Efforts by:

**SAURABH KALRA**

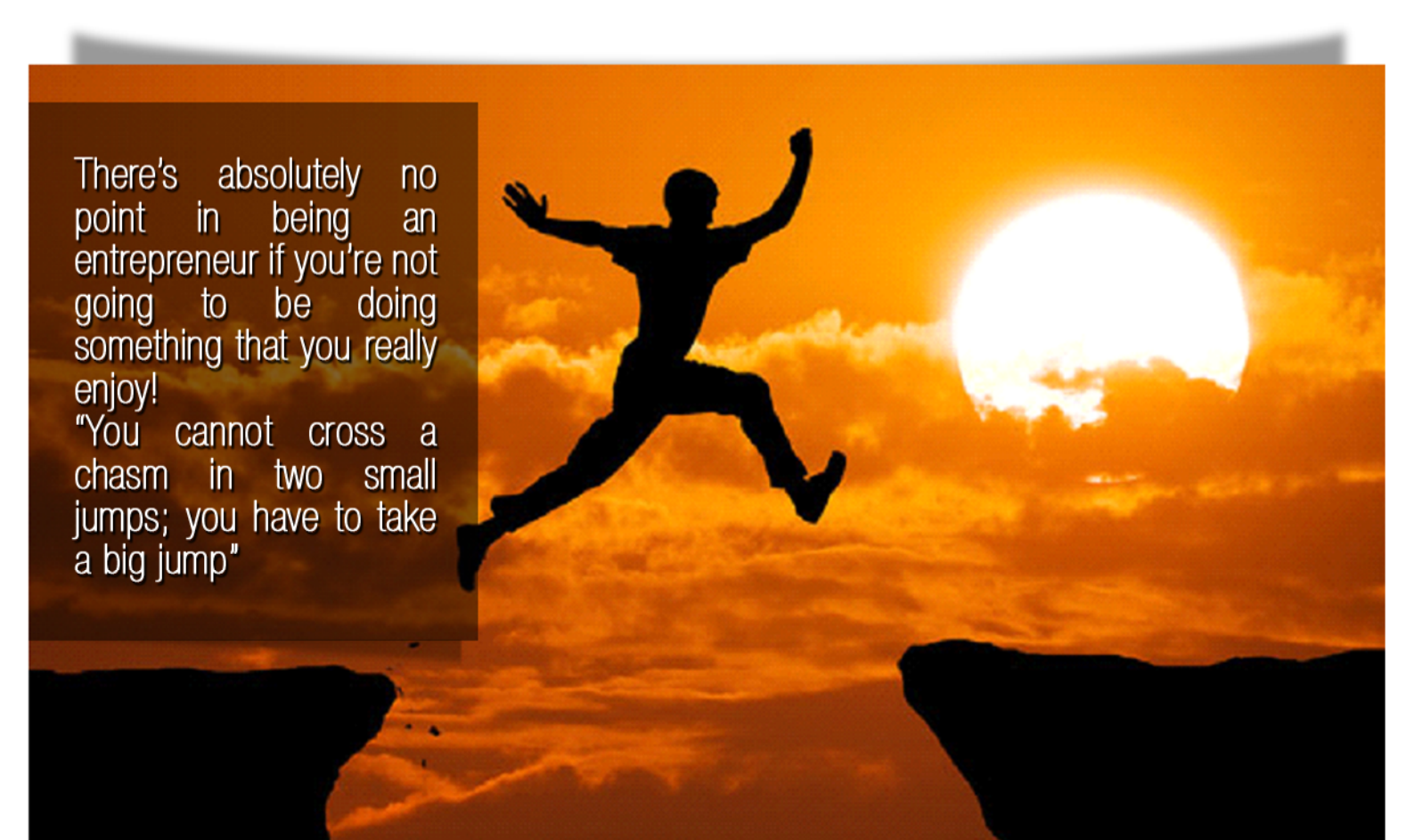
**ALUMNI PGDM (2001-2003)**

**CEO WHITE ROCK INTERNATIONAL**

**Gateway To Sourcing**

**[saurabh@whiterock-intl.com](mailto:saurabh@whiterock-intl.com)**

**[www.whiterock-intl.com](http://www.whiterock-intl.com)**

A silhouette of a person in mid-air, jumping over a chasm. The background is a vibrant sunset with a large, bright sun and orange clouds. The person's arms are outstretched, and their legs are bent in a jumping motion. The chasm is represented by two dark, jagged rock formations on either side of the person.

There's absolutely no point in being an entrepreneur if you're not going to be doing something that you really enjoy!

"You cannot cross a chasm in two small jumps; you have to take a big jump"

## **WHITE ROCK**

Being an Entrepreneur vis-à-vis "A Business Man" wasn't there in me at all from beginning. Coming from a service background past 3 generations, no one ever thought we could become a business family.

Mother being a Govt servant in the home ministry in the highest cadre of being a director general and father being into merchant banking in a leading public sector bank taking early retirement hadn't thought their son could be one of those who could aspire and inspire others to be an entrepreneur .

My education was thoroughly being into the fashion podcast along with my graduation and post graduation into the international field, I always felt that being into service was the best thing and all fruits of success could be reaped by it. I served 8 years into the fashion industry and went up the ladder of success, growth, name and fame with all hard work, but still used to wonder ..."wow he is a business man, but is busy, so what. I enjoy better things being into service, leaving home early, no risks and tensions ", but who knew that soon I shall be in the shoes of many people whom I used to like and envy for reasons.

It all started in the year 2007 when I had made a mark in terms of hierarchy of managing a buying house in the home décor industry with almost 4-5++ people under me being a small organization. Since in the past it was almost 8 long years into the industry starting from being just an Asst. to a Merchandiser in year 1999 and rising to a level of Manager Merchandising in year 2007 and having the taste from apparels to accessories , to soft furnishings and finally landing in the den of lifestyle products , changing only 4 big organizations namely Orient craft , Gopal Clothing , Li and Fung and Indsource International which themselves are the known stalwarts of the Indian fashion domain in the small stint of years of my career . But these yester years had given me the confidence, experience, knowledge to become a successful entrepreneur in the future.

It was when I wished to go for a change in 2007 to a new organization with better pay package and position of General Manager Merchandising that the client I was dealing with didn't wish that I leave the organization and continue. There the idea was born within me to be on my own and run my own Buying House. That's when I approached the biggest client I was dealing asking him if he could give me business if I opened my own buying House , and to which and to my greatest surprise he agreed instantly



and that was the day of 1st May'2007 when my 1st company WHITE ROCK INTERNATIONAL..Gateway to Sourcing was born. It was a feeling of being on my own for the first time where everything and anything was to be dealt, coordinated, addressed, managed by me and just me .The biggest fear was how shall I run it single handed, from where the funds shall come to run an organization into international business but it all settled with passage of time.

The initial capital I wanted was with the help of bootstrapping from my father, and from my savings, which I knew I could suffice for 1st six months of my venture. And I learnt more about being an entrepreneur as time passed by. I had the biggest asset with me what one needs in any Business...i.e Customer. The most all people in business spend on acquiring customers; I had by luck and chance already with me to support and give future business. I built slowly my networks and enmeshed on them for getting the orders manufactured which I had built over a period of time while being in work. These suppliers did give me credit for 2 months initially to sustain myself also.

I knew to sustain I needed more business coming from new clients for which I had to travel abroad to trade fairs against competition and bigger players resting before me to take over the customers. So I went for international trade fairs, and these trips initially were funded from the earning I had from my earlier customer. But was dealt initially with all I had learnt from my service stint.

Almost after 2 years I got struck with an idea to get into domestic retail. Since I could see a demand for all products I was exporting , and my 2nd company WHITE ROCK RETAIL ..The Antique Home was born. This company of mine has been running on web portals exhibitions, since I never wished to come in brick and mortar format. This company was into retail of home decorative and lifestyle products through web shopping portals holding online exhibitions.

While these 2 organizations were running smoothly , I did venture into fashion and entrepreneurial consultancy where I gave birth to another organization WHITE ROCK CONSULTARE...The Lighting Mentors . This avatar and company of mine dealt with increasing the scope of entrepreneurship and

some other related international subjects where I had expertise in by delivering workshops , seminars on the same . This gave me new outlook to look at options of different business also, and also increased my networking.

But in the year 2009 came the biggest obstacle ..."Recession "which nobody in the business domain saw it coming. It brought losses to me since some of my good clients declared bankruptcy, making my revenues not only dip but giving a steep decline to my international business. But seriously I didn't even shirk an eye since my plan B and C were in place and were established to help me in these turbulent times though disturbing the level of income I had achieved over past 2 years , I had built with strategies , time , investment I had made .

But by Now the brand WHITE ROCK had already been built and the goodwill of its domains it was into and my own good will of being a prudent business man had developed.

In a Nutshell what I learnt from my experiences in past 5 years of running business were:

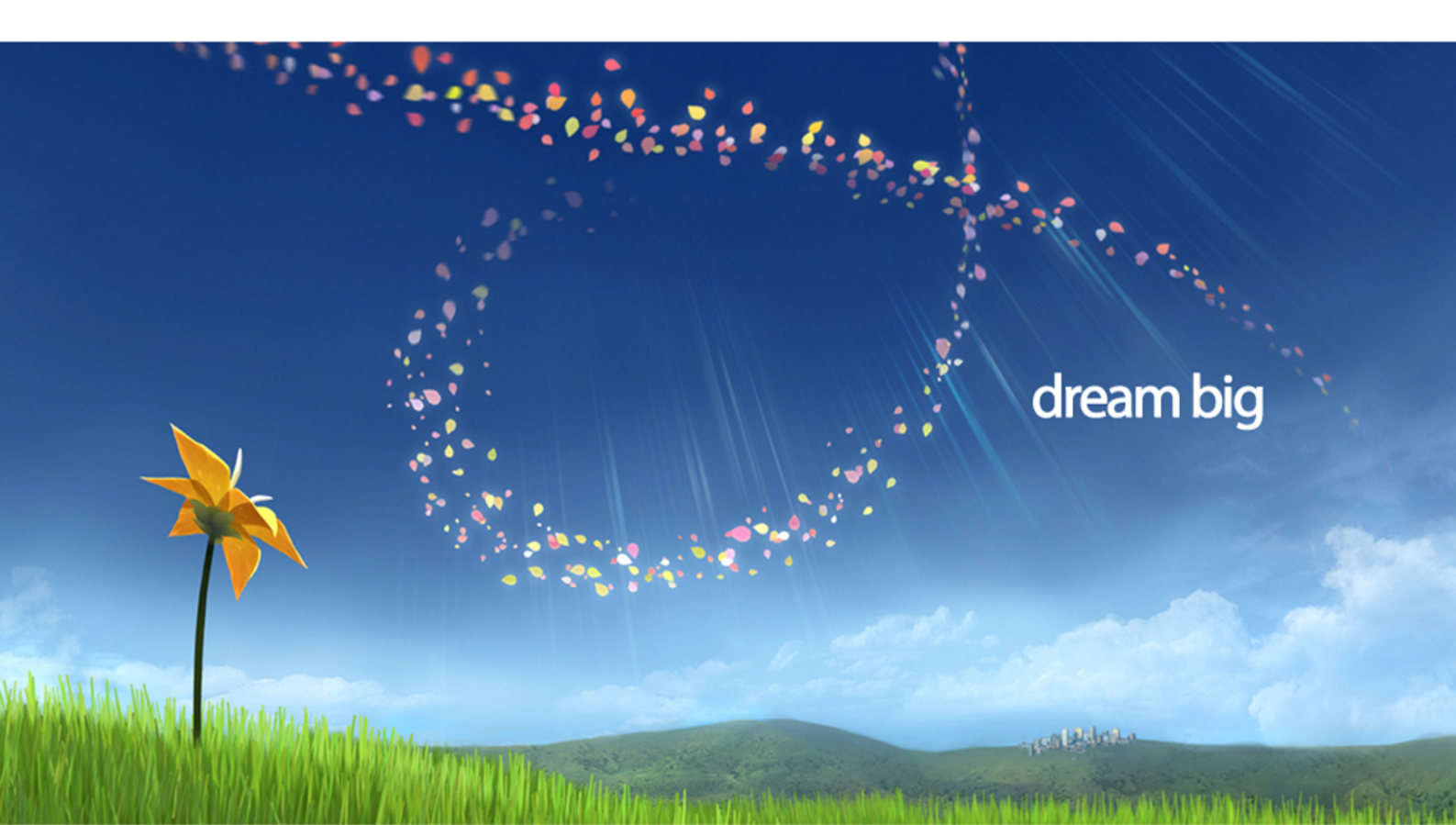
- Risk is potent to Business....
- One has to be risk bearer instead of risk taker....
- Plan B has to be in place from day one of Plan A.....
- Investment has to be made to increase revenue, profit follows.....
- Good will is very much necessary to be a good business person
- Networking in all domains is always beneficial for future scope
- Always keep open to learning's and experiences from others, you never know when you need one for yourself....
- Be opportunistic to new business and hop on when it arrives instead of being close minded to be in business of one domain. Experimenting with changing times is the key.

The above I didn't mention for the sake of mentioning , but I have experienced them all live and dealt with at times, so advocating them to you all .

Wishing all, happy and a bright entrepreneurial future.

Efforts by:

**SAURABH KALRA**  
**ALUMNI PGDM (2001-2003)**



dream big

I started off at the age of 19, while I was studying Hotel Management in Delhi. Having spare time in my hand and the desire to succeed, led me to join a Multi Level Marketing firm. It was from there, that I envisioned myself becoming an entrepreneur rather than working in the hotel industry. I also started earning a good amount of money from the marketing industry.

During 4 years of my graduation and working in the marketing industry, I could understand that entrepreneurship was the most viable option for me...Hence; I started my own Multi Level Marketing venture, in 2008 with 2 other partners. The capital came from the earnings earned during my graduation days.

After the success of this venture, the business was getting in place; I started executing the other big plan I had for myself. Coming back to my background of the hotel industry, I got into event management. I started with INNOCEPT STUDIO PVT LTD in 2009.

I felt the need of gaining more knowledge to become a better entrepreneur and learn new things; hence I got enrolled into Master in Business Administration programme in JIMS. During those two years of studying I understood the marketing basics, human resource management and how the business world works.

At INNOCEPT we were a group of friends teaming with ground-breaking and spanking new ideas along with a determination of 'making events and parties happen' easier and enjoyable. Since then we have engaged in events of all sorts – private parties, corporate events, wedding planning, kirtans and satsangs, brand elevation, product launching, venue promotion, brand activation and advertising, pre and post wedding functions, exhibitions and fabrication, sports management, college fests, artist managements, theme parties, event coverage, talent management etc.

Innocept has created a niche for itself in the event industry. We are known for our dynamic nature of concepts and niche clientele like Vodafone, AUDI ,Porsche, Genpact, Syscom, SAP, Ikea ,Bagga Link, BSAITM, Harrisons etc. We are associated with esteemed hotels in Delhi like Hyatt, Claridges Surajkund, Taj Palace, Hotel Aman etc. Today, standing at the end of 2012, I can see both my enterprises doing well. My next goal is to venture into the catering or a food outlet. Life has a lot of opportunities to offer, the rest lays in your thoughts. You can't predict what happens to you, but you can predict the path of your visions. Only when one dreams big, you achieve big.

**Akshat**  
**ALUMNI PGDM ( 2008-2010)**



# MOMENTS RELIVED AT ALMA MATER 2012

## *Dandiya Night 2012*

To celebrate the colours of Gujarat, JIMS organized DANDIYA 2012 on Saturday 20th October, 2012 at its Campus on the special occasion of Navratri. The magical night was fun-filled full of music, dance, colour & masti.



The night was a replica of true Gujarati colour instilled in the campus. The décor was a splurge of a picturesque decked in vivid multi colors of Gujarat. Some foot thumping performances added color to the event. As many as 180 Alumni attended the event and the event was applauded by JIMS staff, faculty and corporate. The major highlights of the event were some peppy dance numbers performances by students, solo singing (vocal & instrumental) & shayari. To add colors to the event some highlights were kept they were: Best Outfit Prize, Best Dance Moves, Best Dandiya Style, Best Couple, Best Make Up, Kid Star Performer & Most Entertaining kid of the evening .It was an evening to be remembered with all traditional colors uniting & celebrating the festivity. It was thoroughly enjoyed by ALL!!

## *Comedy Play "BIG B" (based on Munshi Premchand's story 'Bade Bhai Sahib')*

### *Theatre at its Best!*

JIMS known for its reunions and extravaganza added yet another feather to its collection of uncountable memories by inviting & successfully sponsoring **Comedy Play "BIG B" (based on Munshi Premchand's story 'Bade Bhai Sahib')** in association with Pierrot's Troupe on Saturday, 22nd September, 2012 at India Islamic Cultural Centre, Lodhi Road, New Delhi.



It was a heterogeneous affair where the seniors and juniors came together to experience the laughter saga. The theatre was packed with around 300 guests - Alumnus, Corporate, Academicians, staff members of JIMS, where they all gathered to experience the entertainment which was rib-tickling. Truly, it was an amalgamation of reviving old memories, networking, reminiscing the past, and the best platform to keeping roots intact. The event seamlessly connected, engaged, energized and put the entire alumni into nostalgia. Memories that never fade!

## *Alumni Chapters*

An evening to remember and reminiscence old memories where all gather to revive and cherish days spent in college. The day's most cherished and incubated at the back of the mind depicting true connection. JIMS has always been taking one step ahead for Alumni engagement. To leverage relationships JIMS have launched its Alumni Chapters in Mumbai, Chandigarh and is looking forward to launch the new ones in near future in other parts of the country.



## • CHANDIGARH CHAPTER

Seamlessly connect and share thoughts & ideas!! This time, yet again a get together was organized by Jagan Institute of Management Studies, Sector-5, Rohini, Delhi at Chandigarh, Blue Blazer adding another episode to the Chandigarh Chapter Meet on Saturday, 29th September, 2012. Alumni who were present at the event were from 1997-99, 2003-05, 2004-06 & 2009-11 batches. They all enjoyed the meet as it was an ideal way of meeting and networking.

## • MUMBAI CHAPTER

JIMS again organized a Mumbai Chapter Meet on 15th September 2012 @ Ramada Plaza Palm Grove where all gathered to relive those magical moments spent at the hallowed portals of JIMS.

### Annual Alumni Dinner 2012

Jagan Institute of Management Studies organized Annual Alumni Dinner 2012 at Hotel Crowne Plaza, on Saturday, 15th December, 2012.

JIMS Alumni network is a thread that binds one and all. The dinner was an affair that brought networking and some good old memories. More than 300 Alumni attended the evening. Also, some of the outstanding achievements made by Alumni were recognized in various areas by felicitating alumni with the Awards proudly known as "JEWELS OF JIMS". These awards are given every year to selected alumni of JIMS who have excelled in industry or academia and have contributed to JIMS and society.

### *Annual Alumni Dinner 2012*

Jagan Institute of Management Studies organized Annual Alumni Dinner 2012 at Hotel Crowne Plaza, on Saturday, 15th December, 2012. The event was a hustle bustle affair of the Alumni Network at JIMS gathering to revive and cherish some of their good old memories gained at JIMS. Therefore this meet re-invented and re-created an aura of excitement in those who wished to remember them again.

JIMS Alumni network is a thread that binds one and all. The dinner was an affair that brought networking and some good old memories. More than 300 Alumni attended the evening. Also, some of the outstanding achievements made by Alumni were recognized in various areas by felicitating alumni with the Awards proudly known as "JEWELS OF JIMS". These awards are given every year to selected alumni of JIMS who have excelled in industry or academia and have contributed to JIMS and society.

## *Some of the Jewels of JIMS are:*

- **Manish Singh** - Country Manager at Harlequin India Pvt. Ltd.
- **Suman Chakravorthy** - Area Sales Manager-Home loans at HDFC Bank
- **Kanwaldeep Singh Bedi** - Assistant Director at MTS Group
- **Amit Vikram** - Manager at Cognizant Technology Solutions
- **Varun Gupta** - Entrepreneur
- **Bharat Chhabra** - Head of Group-Talent Acquisition & Management-HR, Talent Power Delhi Distribution Limited.

*Also, Members of Alumni Association 2012-2014 were announced who would contribute all their energies in making JIMS proud.*

- President - **Kumud Ranjan**
- Vice President - **Ankur Goyal**

## Executive Members

Ankur Jain

Aseem Gupta

Puneet sethi

Gaurav Vashisth

Saurabh Kalra

Rahul Khanna

Himanshu Singhal

Varun Bansal

Amit Sharma

Kuldeep Rana

Dheeraj Gupta



To read more on alumni events, please log on to [www.jimnelite.org](http://www.jimnelite.org)



### ***ALUMNI INTERACTION FORUM SERIES- III***

Jagan Institute of Management Studies, Sector 5, Rohini, Delhi organized Alumni Interaction Forum Series III on Saturday 12th January, 2013 at India International Centre on the topic "Importance of Networking in the Corporate world".

The informal mode of communication encouraged sound networking. This time at the event JIMS had undertaken an important issue of "Importance of Networking in the Corporate World". The reminiscence of the past was shared with all the other Alumni members where they interacted with each other.

The idea of networking is not new, the only CHANGE that has occurred is the adaptability and acceptance of it is a necessity for growth. "Networking is the single most powerful marketing tactic to accelerate and sustain success for any individual or organization". It is about making connections and building enduring, mutually beneficial relationship.

Also, networking is critical where personal relationships enable you and your organization to stand out, rise above the noise and remain top of mind. It provides the most productive, most proficient and most enduring tactic to build relationship. Networking is everywhere, on every channel medium. All these valuable tips were discussed at length at the forum.

Overall the forum was a fruitful experience for the entire JIMS Alumni's and as well as for the JIMS Fraternity. Surely it was a great communicative start.



### ***ALUMNI INTERACTION SERIES IV***

Jagan Institute of Management Studies, Sector 5, Rohini, Delhi organized Alumni Interaction Forum Series IV on Saturday 23rd February, 2013 at India International Centre on the topic "Are Marketers Spending Wisely on Social Media."

Amidst the social media buzz, this time at the event JIMS had undertaken an important issue of "Are Marketers Spending Wisely on Social Media".

### ***ALUMNI INTERACTION FORUM – MCA***

"En-route to Success" on 09th March, 2013 Jagan Institute of Management Studies successfully launched "ALUMNI INTERACTION FORUM" for MCA program on Saturday, 09th March, 2013.

Prof R.P Maheshwari, Director General, JIMS initiated the discussion by terming the rich base of JIMS ALUMNUS as BRAND AMBASSADORS. Further, our key speaker Ms Taruna Aggarwal – Alumni (2003-2006) MCA, initiated the forum sharing some of her life experiences and explaining the different phases of life. She gave an explanation of the real facets of corporate terming it as REALITY SHOCK which is experienced in corporate life. She explained the characteristics of a professional who follows time management and is motivated to perform to attain success

All our speakers stressed on the will of Determination, Dedication and Discipline which are the three steps towards attaining success in life.

## MDP



### Some of the MDP's organized by JIMS

- Risk, Regulatory and Financing Aspects of Export Business on 21st November, 2012
- Application of IT towards Enhancing Operational Efficiency on 6th October, 2012
- Export Opportunities and Challenges in Key Sectors on 22nd September, 2012

To read more on MDP please log on to [www.jimsindia.org](http://www.jimsindia.org)

### Corporate Checkmate- Essence

Corporate Checkmate is meant exclusively for our students & provides them ample opportunities to interact with senior officials from the corporates.

Jagan Institute of Management Studies, Sector 5, Rohini, New Delhi organized "Corporate Checkmate" program on the topic of "Advertising: All About Creativity or Strategy" for PGDM students on Saturday, 1st December, 2012 at its campus. The speakers at the session were:

- Mr. Sidhartha Roy, Vice President, ITC-Travel House
- Mr. Santosh Goenka, Executive Director, Business India Group

## HR SUMMIT-20:20 HR STRATEGIES- THE ROUTE TO HRM 2020



Jagan Institute of Management Studies, Sector-5, Rohini, New Delhi organized National Seminar on the topic "HR Practices: Leapfrogging from best to next" at India International Centre, 40 Max, Mueller Marg, New Delhi-110003, Saturday 13th October, 2012.

The industry experts from Corporate, JIMS staff and students were a part of the session. Business groups and members from the industry included Vice Presidents, Head Human Resource Managers, Group HR Head, Head Customer Experience & Fulfillment, DGM-Corporate HR, Senior Manager- Talent Engagement Lead, and General Managers.

The speakers from all the major sectors of HR Management were present; Fedders Lloyd Group, Guardian Lifecare, Pvt, Limited, Aircel Limited, Emami Limited, Steria India Limited, Ernst & Young GSS India, Bharti Airtel Limited, FMS, Delhi University, SAIL, HTC India, Pvt, Ltd & Federal Bank, to name a few.

## "ABILITY" in association with Tamanna



Jagan Institute of Management Studies, Sector-5, Rohini, New Delhi organized an event "ABILITY" in association with an NGO for multiply challenged children on Friday, 30th Nov, 2012, at its Campus. The event began with a warm welcome by Prof. R.P Maheshwari, Director General, JIMS. Further the event saw dance performances by special children of Tamana and also by the students of Karmaarth, CSR Initiative of Jagan Nath Gupta Memorial Educational Society.

The students of Tamana gave singing and special Bhangra performances. The event showcased special talent of these differently able students. Added attractions at the event were kiosks of handmade items which were impressively made. Further, Mr. Manish Gupta, Chairman, JIMS also contributed by stating that "A small contribution to the society of under-privileged can make a huge difference". Overall, the event was a harbinger of joy for the students and for the JIMS Fraternity.



## ASSOCHAM

Challenges In international Payment System and Mastering Letters of Credit  
Jagan Institute of Management Studies, Sector 5, Rohini, Delhi IB Department in association with ASSOCHAM organized a one day Workshop on Challenges In international Payment System and Mastering Letters of Credit on Wednesday 19th September, 2012 at ASSOCHAM House, Prithvi Raj Road, and New Delhi.



Renowned personalities from the IT Industry graced the event with their presence. The Chief Guest of the day was Mr. Vibhore Sharma, CTO from Naukri.com. Mr. Vibhore Sharma talked about Cloud computing and its various services like Platform as a service, software as a service, infrastructure as a service and database as a service. He also discussed in depth the deployment models, applications of cloud computing and how industry is reaping its benefits. The Chief Convenor and Key note speaker was (Dr.) V.B. Aggarwal, Director (IT), JIMS. Overall, it was an enormous learning experience as all the audience took great interest in the event and enhanced their knowledge about upcoming IT fields.

### Industry – Academia Meet



### Techbyte 2012

The Department of Information Technology, Jagan Institute of Management Studies, Rohini organized its 9th Annual IT Symposium, TechBYTE 2012 on 20th October, 2012 at PHD Chamber of Commerce and Industry, Delhi. The symposium titled “Emerging Solutions in ICT Infrastructure and Security” concentrated on the following key areas:

- Cloud Computing as PaaS, SaaS and HaaS
- Information Security
- Management of E-Waste
- Comparison of Mobile - Applications under Android, iOS 5, MANGO
- Green Computing: Standards and Solutions

JIMS highlights the need to bridge gap between Industry & Academia In collaboration with IBM Project Praviin held the Panel Discussion

With global competitiveness raising bars in today’s scenario, more than ten million of Indians graduate every year but about 5 million graduates remain jobless. Addressing the urgent need to bridge the gap between the academics and industries Jagan Institute of Management Studies, organized a panel discussion on “Meeting the Industry demand by Academia” today.

The discussion was meant for MCA students, JIMS to discuss and get clarity on Industry requirements and demands.

JIMS in collaboration with IBM Project Praviin organized the discussion where C-Suite executives from the industry i.e., Directors, CEOs & CTOs, shared their thoughts on the most vital aspects of the issues in the common interest of all the stakeholders of our educational system.



## *Anti-Smoking and Anti-Tobacco campaign*



Jagan Institute of Management Studies organized an awareness campaign on Saturday, 17th November, 2012 at its campus on “Anti-smoking and Anti-Tobacco” in association with Hilton Hotel, Janakpuri, Delhi and Rajiv Gandhi Cancer Hospital. The campaign began with a welcome address by Dr.J.K Goyal, Director, JIMS where he introduced JIMS as one of the premier institutes in the education sector. Further Ms Kanika Arora Director, (HR) Hilton, New Delhi made a presentation on the campaign.

Later, Dr. A.K Dewan gave an insightful & a learning speech on the harmful impact of Smoking and Tobacco Consumption leading to major cause of cancer. He defined cancer as “misguided cell-uncontrolled proliferation of cell-tendency to invade and spread distantly”.

Further, he stated that 11 Lac cancer cases occur every year in India with 1/8 deaths attributable to cancer with more than 40% deaths attributable to tobacco. Further he stated the DO’s and DON’T’s of Cancer and stated that it is curable if detected early. He stated that each individual can be a brand ambassador to contribute to the cause of anti smoking campaign by

- Mass screening programmes
- Participate in Anti-Tobacco Campaign
- Contribute towards Cancer research
- Strategic Alliance
- Create Awareness be the brand ambassador

## *XVIII Annual Convocation*

Jagan Institute of Management Studies had its 18th Annual Convocation Ceremony on 12th January, 2013 in its campus at Rohini, Delhi. The guests of honor were Dr. Ashok Gulati, Chairman, CACP and Prof. Satya P. Das; Director Indian Statistical Delhi.

JIMS at its Convocation Ceremony awarded the degrees/diplomas to its 2009-2012 batch of Master of Computer Applications (MCA) & PGDM (PT) and diplomas to 2010-2012 batches of Post Graduate Diploma in Management (PGDM), PGDM-IB and PGDM-RMM.



The felicitation ceremony that followed was a spectacle to watch for the friends and faculty members of the Alumni, as they went up on stage attired in their marvelous robes, and caps to receive their degrees, and diplomas from the Guests of Honour.

Ms. Annu Goyal, PGDM Batch (2010-2012), Mr. Arpit Kapoor, PGDM-IB Batch (2010-2012), Ms. Ritu Singhal, PGDM-RMM Batch (2010-2012), Ms.Rajni Gupta PGDM Part Time (2009- 2012) & Ms Pooja Sabhawal MCA Batch (2009-2012) were awarded Gold Medals for their excellent academic performance in their respective streams.

The 18th Annual Convocation Ceremony turned out to be a huge success with the mixed emotions of nostalgia, excitement, verve and happiness.



## ***International Conference – 2013***

Jagan Institute of Management Studies organized its 3rd International Conference on Saturday, 9th February, 2013- 'Exploring the Soul of Business- An Eternal Sustainer.

The chief guest Dr. R.S Dhankar, Dean, FMS, DU and guest of honor - Mr. Pradeep Bakshi, COO, UPBG, Voltas Ltd, were extended a warm welcome by Dr. J K Goyal (Director, JIMS). The Conference Convener, Dr. Deepti Pathak (Associate Professor, JIMS) threw the conference open by giving an introduction to the theme of conference.

The experts on the panel who discussed on the theme included Mr. Udai Upendra, CEO, The HR Company; Dr. V.P Singh, Executive Director-HR,RJ Corp/DIL, Dr. Jaswinder Singh, Principal, SGTB Khalsa College, Mr.Pradeep Katyal, CEO, Utsav Fashion Pvt. Ltd, and Dr. O.P Chopra, Dean (Retd), FMS, DU.



The Conference concluded with the thanksgiving session was the essence of the conference was taken forward and admired where truly exploring the soul of business was termed as an eternal sustainer.

## ***RADIANCE 2K13 - Management Extravaganza***

**MUSIC, LIGHTS, & GLITERRATI** were the only words that sounded and jelled with the fun and glamour at the management extravaganza RADIANCE 2K13.

The event was well planned and was an amalgamation of zeal and gaiety. RADIANCE 2k13 showcased the true spirit of management students who competed and participated to show their talent quotient.

The fiesta of JIMS had all the pomp and show by live performances and the famous RJ RAHUL MAKIN from 104.8 FM SABSE FILMI spinning everyone around with his famous quotes and with his eloquent persona and charm. The event also saw much of the twist and the turns when the DJ spun the floor with its electrifying music and grooved the crowd.



## ***VERVE 2K13***

Jagan Institute of Management Studies organized its Two Day Annual Inter College Techno Management Cultural Fest- Verve 2k13 at Jagan Institute of Management Studies (JIMS Campus), Sector 5, Rohini on 22nd February 2013 & 23rd February 2013.

Colour, music, glitz, glamour, and celebration were all that one could spot at Jagan Institute of Management Studies (JIMS) campus, Rohini. In a bid to promote the hidden talent of the students, Verve 2K13, an Annual Inter College Techno Management Cultural Fest was held as a celebration of the dynamic youth, which also brings together the creativity, intellect and wackiness of youth.

**MUSIC, LIGHTS, & GLITERRATI** were the only words that sounded and jelled with the fun and glamour at the day First of Verve 2K13.

## ***Excellence in Stores Operations ( ESOPS)***

Workshop on “Excellence in Stores Operations in association with RAI, Mumbai

Excellence in Stores Operations (ESOPs), a Management Development Programme (MDP), was organized by Jagan Institute of Management Studies along with Retailer Association of India (RAI). The Workshop was conducted on 5th March 2013 & 6th March, 2013 at Jagan Institute of Management Studies (JIMS), Rohini Sector -5 campus.

The Program was designed by Retailers Association of India (RAI) on Excellence in Store Operations, which was a learning platform for Retail Store Managers, Assistant Store Managers, Department Managers, Independent Retailers & Retail Managers. The ESOPs workshop is designed by RAI to provide understanding of important functions in Retail Sector – such as Finance and Accounts, Marketing, Operations, IT, Management, Merchandising and Product Management, Customer Relationship Management and careful assessment of relevant skills required for the same.

## ***CYNOSURE 2013***

**Cynosure 2013** – Admiring Brilliance, 4th North India Infotech Students Conference

Jagan Institute of Management Studies, Rohini organized its 4th North India Info Tech Students’ Conference - Cynosure’13 on 16th March, 2013 at its campus.

The purpose of this event was to provide a platform to all the IT students to participate, hone their skills and come up front with their technical ability. The event granted an opportunity for the students to exhibit their knowledge and talent to the proficient judges.

Cynosure’13 as the name suggests “something that strongly attracts attention by its brilliance”; has been designed to admire and honor the unexplored talents of the budding IT Professionals, who can become the STAR performers of tomorrow

## ***Rich Faculty Publications***

- Paper Presentation in National Conference, Issues in Modern Retail formats, Haryana School of Business, Hissar - **Dr. Ritu Bajaj**
- Paper Presentation in second National Conference , 2nd National Conference on Managing growth on Era of Global Pressures-2012, Galaxy Global Group of Institutions - **Dr. Navneet Joshi**
- National Conference on Innovative Strategies for Transforming Organizatons, GGSIPU University - **Ms. Neelam Dhall**
- Paper Presentation on Benefiting the masses profitability - An Opportunity for Indian Technology Industry, IIM – Bangalore - **Ms. Deepika Saxena**
- Paper Presentation in National Conference on Business Intelligence & Data Warehousing, Cloud Computing: Database as service, Singhad Institute of Management - **Ms. Suman Madan**
- International Journal with paper publication, "Quantum Information Technology", IJCSITS - **Ms. Ankita Sharma**





# RENDEZVOUS

## INSIGHTS ON JOURNEY OF AN ENTREPRENEUR



**Mr U.K GUPTA**  
**Chairman and MD Holostik India Ltd)**

### **What made you inspire to be an entrepreneur?**

Since beginning of my career I have watched closely my father's small business where he used to work very hard with utmost dedication and passion which has inspired me during my school days and hence after completion of MBA from Banaras Hindu University, started a small venture in 1978 with manufacturing Polypropylene films, polyethylene films & plastic bags, chemical trading, water tank manufacturing and steel handling & finally added Hologram manufacturing.

### **How has the journey been for you as an entrepreneur?**

The journey was filled up with lots of ups and down. My passion to work hard, self belief, enthusiasm and dream kept me going ahead and in the year 1991 formed Holostik Group which has consistently grown to become an established conglomerate. The Group at present has a turnover of Rs.130 Crs .

### **What is the biggest challenge you feel that you faced during your journey?**

I think the biggest challenge to attract talent and then retain them. Also as a first generation entrepreneur outside my home town I never had the luxury of having ample resources so it was some what difficult to work with limited resources to attain maximum output.

### **One best lesson or incidence that you would like to share with our future entrepreneurs?**

Commitment to deliver to every stakeholder in business i.e. shareholders, employees, vendors, customers and society at large. To develop goodwill and the easiest way of attaining is to keep up to your word even if it comes at a cost.

### **What was your biggest achievement so far?**

"Diversify your risk!" I learnt during my MBA that there is a trade cycle in every product and a sector cannot be a sunrise sector forever. Hence, I always wanted to own multiple business especially unrelated to each other.

Today I am proud to say that we are diversified business group ranging from manufacturing of holograms, packaging, warehousing of iron & steel, trading of aromatic chemicals, hospitality and real estate investments and development. It was thanks to this strategy, that during the last few years we as Holostik Group have been growing multifold and have been recession free more or less. This is must to retain talent and good employees so that their payouts are not dependent on one business.

### **What are the pros and cons faced by you as an entrepreneur?**

As an entrepreneur every day is challenging so one should be ready to face the challenge with positive attitude and pros like self motivation, free to set your goals, self confidence, hard work, responsibility for taking care of your employees and their welfare at times one has to compromise with their own health at personal front.

### **What are the essentials that are required in the making of an entrepreneur?**

Self motivation, honesty, sincerity, hard work and commitment to your employees, stakeholders, vendors and customers as well as society is must to be a successful entrepreneur.

If you could instantly change any aspect of business as an entrepreneur, what would it be?

Give the leadership in the hands of young generation and be flexible to change.

### **How could you survive all odds, in the making of YOU?**

Confidence, vision and self belief can overcome all hardships and challenges

### **What one managerial skill that you would suggest to our future entrepreneur?**

One should provide consistent motivation to his team encouraging them to attain excellence and quality in their performance and also for creating quality team.

# **SUCCESS LADDER OF AN ENTREPRENEUR**

*Today, the entrepreneur has to move out of the box, look up & then work upon the opportunities which arise with “CHANGE”. “Nothing is constant in the age of transformation” – New proposition for today’s entrepreneur.*

## **AISLE OF AN ENTREPRENEUR**

- ☒ Challenges in the status Q – Identifying, analyzing and assessing the current trends is the need of an hour
- ☒ Entrepreneur has to begin the search for the right opportunity, as once the right opportunity found will only lead to the “final goal”.
- ☒ So “Hunt for opportunities that lead to success”.

## **TAKING THINGS FORWARD**

- ☒ Exploring all the risk parameters and generating an idea are the to-do task of an entrepreneur.
- ☒ Opportunity once identified has to be acquired taking into account the available qualities and resources with YOU.
- ☒ Take chances and account all challenges to make a B-Plan work, and make your opportunity worth risk taking.

## **BIRTH OF AN IDEA**

- ☒ Traditional entrepreneurs worked day and night with a limited capital, and their forte.
- ☒ The revolution has come, the trained man-power is immense now the entrepreneur has to move beyond the periphery of traditional parameters & attain the USP viz “IDEAS”.
- ☒ Any idea if driven in the right channel can transform into a plan that can lead to a success.
- ☒ SO “GET THE BEST IDEA”

## **HIRE THE RIGHT MANPOWER**

- ☒ Idea for the today’s entrepreneur is the human resource – Proficient, Efficient, and Ready to move with the change.
- ☒ Count all the efforts & be watchful and an active player
- ☒ So “retain your best HUMAN CAPITAL as they count on to create a broader outline of a business for YOU”

## **MAJOR ALERTS**

- ☒ Always innovate and be prepared for the “EXIT”
- ☒ Just remember Product Life Cycle is too short always be ready for the next change
- ☒ Experiencing downfall is a part of any business therefore it is advisable to be inquisitive in the thrust for “CHANGE”
- ☒ Errors are bound to happen, Don’t loose hope. Believe in yourself, Take the challenge & Move Ahead.



# JIMS ELITE WEBSITE



*Tweet Us on - <https://twitter.com/JIMSElite>*



*Like Us on - <https://www.facebook.com/JIMSElite>*



*Blog About Us on - <http://jimsalumni.blogspot.in/>*



*Connect With Us on - <http://www.linkedin.com/pub/jims-elite/53/a8/45a>*