



**CHRIST**  
UNIVERSITY  
BANGALORE, INDIA

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# Christ CAMEO

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LOOK  
REACH

CREATE

TRY

THINK

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***Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were.***

***- David Rockefeller***

***I had to make my own living and my own opportunity! But I made it! Don't sit down and wait for the opportunities to come. Get up and make them!***

***-C J Walker***

# *From the Editorial team*

The 27th issue comes with a lot of energy positivity and hopes for a better and brighter future for students at CUIM. We at Christ Cameo have put our best foot forward to make this issue of CUIM newsletter a success. We feel honored to be selected as the new editorial team for the newsletter and grateful to the Cameo committee to give us the opportunity to lead and anchor the publishing of the newsletter for 2013-14.

The first issue of the year is the 27th one in the rich history of Christ Cameo. It comes capturing events, activities, contributions from students, faculty and industry and reflects the energy and positivity and a hope for a bright future for CUIM students. We at Christ Cameo have put our best foot forward to compile and publish this issue.

As aptly said,

***“We all have ability. The difference is how we use it.”--Stevie Wonder***

Writing isn't rocket science. All it takes for an enchanting piece of text is to know the right mix of perfect ingredients. Passion, perseverance, curiosity and an unconditioned school of thought can create miracles on a blank piece of paper, seasoned with a drop of ink. “Creativity personified” is one term any youth would want to be associated with. So, all the smart bunch of MBAs out there, we welcome you on board. Let your string of thoughts flow and unfold your creative side!

We have received lot of contributions from students of all the sections. We thank you for bringing in life to the newsletter. While we congratulate those whose contributions are accepted and are a part of this issue, we express our regret for those whose articles could not make it this time.

In the 27th issue we have tried to incorporate the best of the entries submitted by the fellow students. We welcome your constructive feedback to us for making improvements in the forthcoming issues. Please give us your feedback at [christcameo@mba.christuniversity.in](mailto:christcameo@mba.christuniversity.in)

*Thank you and happy reading*

***-The CAMEO TEAM***

# *A German Touch!!*

*Rashesh Amit Dave*

*1220805*

***“We live now in a global village and we are in one single family.  
It’s our responsibility to bring friendship and love from all different  
places around the world and to live together in peace ”***

***-JACKIE CHAN (CHINESE ACTOR, PHILANTHROPIST, UNICEF  
GOODWILL AMBASSADOR; B. 1954)***

Hallo. Guten Tag. Wir sind Griffins. Our study visit to Germany, a turning point in life. It was 18th March 2013 the day when we arrived in Germany for our two trimester study. Four and half months have passed but still it seems to be just a blink of eye. The perspective of viewing life has changed amongst us, life here is ambrosial yet hard, comforts with asperity, great German pabulum but no match to Indian cuisines, lonely streets but autobahns with no speed limits, from stove to hot plates and inductions, from coke to cola and most importantly the value for time, 8 am means 8 am and not 8:01 am.

Pedagogy is different; it’s always more about a discussion and never about teaching. Professors teach us to be independent and think out of the box, to create wonders, be open minded and look at a big picture. It is also about meeting deadlines in a hectic schedule. Professors are strict and focussed on course and teaching in class and friends once the class is over.

All of us made some very good German friends which helped us to break the ice between two very different cultures. People here are convivial, completely different from what we perceived initially. When we go together to visit a new city, for us it’s resting and sleeping but for them, it’s all about the city’s culture, history and enjoyment while travelling.



Sports is mandatory at university level, each student participates and does it happily to be fit and strong. Another surprising fact is the average age of student in Bachelors, it is 25!!

All of us here in Germany are not bounded by any rules and regulations but we still abide by rules and always maintain discipline. We have been using zebra-crossing to cross the road “always” even at 3 am in the morning when no one is there on street and stop the car on “red” and wait till it becomes “green. We have been perfect ambassadors of CUIM in Germany and have lived up to the expectations so far.

Now, we all are waiting to come back, to meet our families, relatives and friends but deep inside, there resides a pain of leaving Germany which has been so kind to us.

***“Globalization is not only something that will concern and threaten us in the future, but something that is taking place in the present and to which we must first open our eyes.”***

***-ULRICH BECK (GERMAN SOCIOLOGIST; B. 1944)***



# *Rise of Women Entrepreneurs*

***“I envisioned a company in which any woman could become as successful as she wanted to be. The doors were wide open to opportunity for women who were willing to pay the price and had the courage to dream”***

***-Mary Kay Ash***

Indian history is replete with stories of courage shown by women who had emerged from their shackles. Women's resurgence witnessed in the west in the 20th Century. Smt. Indira Gandhi said, "No society can go ahead if half of its population is not given opportunity. Since times immemorial women never gave up and didn't let anyone come in their way by using the power of positive thinking to tackle obstacles as challenges. She continued organizing work time with the help of modern technology in such a way to avoid conflict between time for work and family. It is a fact that many women plan their lives skilfully and gain experience from outside her house and by continuously seeking contact with the world of science and culture she became a great organiser and helped to promote growth. Top of all, love for what one doing lead to satisfaction and motivation which lead to evolution of successful women entrepreneurs.

According to Entrepreneurship study, 86% of US and 96% of Indian female entrepreneurs quote that their businesses have a social impact. Women offer more flexible working arrangements and family friendly benefits to their staff. Perfect example for this is the Biocon Chairperson Kiran Mazumdar Shaw who started Biocon from the garage of her rented house. She focuses on employee welfare plans like health checkups, Insurance benefits to employee families and CSR activities.

Mallika Srinivasan, Tractor queen is the chairman and CEO of Tractors And Farm Equipment (TAFE). Since her first day in TAFE she has risen to become India's tractor women making an impression in a heavily male-dominated industry. TAFE's turnover raised from Rs 86 crores to 5800 crores.

Women Entrepreneurs, therefore can be entitled guiding lights, giving a new ray of hope to turn the society with a positive streak.

***Aparna***

***1321346***

***1 MBA 'L'***

***"Our Lives are defined by opportunities, Even the once we miss"***

***-Eric Roth***

# *The Pulse of Joy that beats at 20*

Open doors many, path just one  
Flipping a coin, may work but once  
Weighing instinct and reason  
To choose the road not taken  
Gives you joy, not to be guilt ridden

Soaring above failures, gliding across pinnacles  
Etching foot firm...On the soil of conviction  
Urge for a new hedonism that exists within,  
Leading and thriving to begin a swing  
Being firm as gravel or rich as cream  
Let alone floating midway  
To pursue your ambition

Exuberance personified, adorning life  
Seeking wisdom with ardor, being adored besides  
Sensing the aura within, and know no bounds  
Eyes on the sky, yet feet on ground

Swaying astray...the odds are high  
Skating back on rolls...you would ultimately comply  
Surviving through sands of time, though again  
Looks beyond reach, but yet within  
Two clear glasses...Grains plenty  
That's the pulse of joy that beats at 20!!

*Sneha Ballakur*  
*1321545*  
*1 MBA 'N'*

*"We may not know the key to success, but the key to failure  
is trying to please everybody"*

*-Bill Cosby*

# *Tete-a-tete with Parameswaran Shivalingam*

*CEO, EDC Div, GMR-GROUP*

## ***1. Is Green construction methodology feasible for Indian markets?***

Green construction relates to spending more in the infrastructure in order to get lower operational costs. So it's a choice that any corporate will have to make. If you want to go green you may have to spend more initially. Lot of organizations in India has adapted Green construction. In some companies like ITC, it is a policy and they insist upon having green buildings. In other companies it is under discussion.

## ***2. In comparison to the other Asian countries, India lacks in its infrastructure this could be one of the reasons for India to lose FDI from most of the western countries, your opinion on that?***

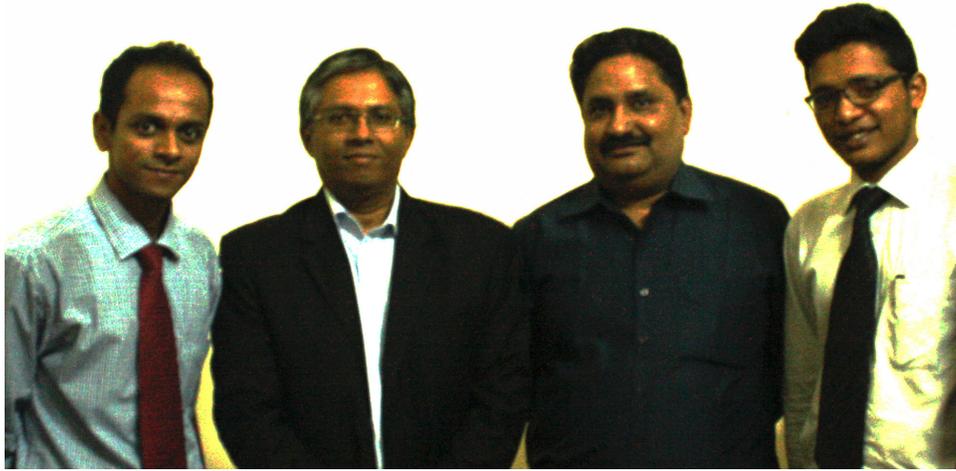
Of course, if you look at these countries, their vote bank drives them to invest in business. In India it lies in the poor areas. Farmers have a larger vote because they have a bigger population. You want to have infrastructure because you see yourself living in comfort but for the farmer who is there in the farm, what convenience will he get from the highway that is going to be build for the rich people? So, there has to be a balance and inclusive development. Inclusive development means, the poor also need to be benefitted, not only industry. Finding a balance between development in industry and development for the farmer is the solution.

## ***3. What would have been the crucial foundations that paved your way to being a CEO?***

My life is unfolded. I was working and going up the corporate line. And in 2001 I went to France and did a course in advance management. I came back and after that I realized that my staff gave me a feedback that I was hard driving and tough. I was shocked because nobody ever told me that. I decided I would change and try my best not to drive people to do because I want them to do, but because they want to do. That was a key realization I had. Then I realized that this is the way I have to go forward.

## ***4. Innovation is a fundamental in your field; do u believe innovation can be inculcated in a mind?***

Everybody wants to do better. I don't think anybody in the morning goes to work saying I don't want to do a good job. So for me, it is the environment you create where people can do better every day. And if we have an environment that encourages mistakes then you would have innovation spontaneously. If you do not allow people to make mistakes then they would not take risks. But as you make small mistakes, how to learn from it? I would say, do not make a mistake and repeat it. As long as people always do better tomorrow as what they do today, I say they are innovative!



*THE CAMEO TEAM WITH Mr. PARAMESWARAN SHIVALINGAM*

### ***5. A brief summary of your experience so far?***

I wanted to be a good engineer too. For me the opportunities just came. I never went seeking for it. Whatever came I took it. I was always given the most difficult job by my boss. Because I had these traits or talents in me the opportunities just came my way and I had no worries in taking it up. Sometimes these were in areas in which I have never worked before. So I called it living on the boundary. If you live on the boundary, opportunities will come. If you live in your comfort zone then you may not have the same level of opportunities.

### ***5. How should a MBA student prepare himself/herself to match the industry expectation? What is the future like for this industry and how can MBA's gain?***

For a student today, it is essential to practice what kind of career he/she wants to have. Once you joined MBA and say you want to be in hospitality, do your internship in a hotel because you will learn at work more than in your class. Don't wait until you finish your course and then decide what to do. My suggestion is that if you know your interest and if you know the skill you have or you want to develop go and get some experience even while studying.

### ***6. Tips for aspiring CEO's?***

In 2001 my mentor asked me, can you be a CEO, I said I can't be. So he gave me a book called 'In search of excellence'. It was about William Hewlett. He was a simple farmer. What made him a CEO? He had a sense of purpose, he had passion, he built his skill sets and he was very clear about his goals. If you want to be a budding CEO, you need to look at your interests, skills and potential. Everybody has potential but its level varies. One needs to hone interests and skills all the time.

# *Guests from a world beyond*

Let the thoughts come and go  
Just enjoy them and let them go.  
Some will be petty; some will strike a blow  
Hear the rich secret of yourself and lo  
Rich treasures and mysteries you shall behold  
That within you existed and you never did unfold  
You will want to hold on to some and never let them go  
A few you'd parry before its time they'd go  
But it is a secret that you should know  
They are all a guide to yourself and more  
So then, if you would not heed them for lure  
The demon in you, you would never cure  
So let them come, with guests some more  
And light the lamp in your hearts core  
And bring your inner light to the fore  
Let them come and watch them go  
Some will be petty; some will strike a blow  
But none shall last forever more  
And that, to you it's a gift; you should know.

*Kavyashree Kushnoor*

*1320737*

*1 MBA 'V'*

## *Knowledge Management*

***“Knowledge which is not properly managed is the knowledge not worth.”***

In the much talked about concept of business trends the concept of knowledge management is most coveted. Since an organisation's most important resource is knowledge, it should be made more productive and should be leveraged in each and every area and way possible. The rapid evolution of business on a global scale has made the concept of knowledge management a matter of substance. Globalisation, social network and big data are the three powerful worldwide changes that have changed the way the business works.

Globalisation: Globalisation of rapid technological advances, increasing importance of knowledge intensive industries has made Knowledge management a strategic tool in the success of business. The significant contribution that knowledge management has made towards globalisation is problem solving.

Social network: The knowledge flow in an organisation is highly informal based on whom people actually communicate while at work. Social network provides an insight to the invisible organisation and therefore helps in making a path for organisation's success. If social networks represent "who knows who", then knowledge networks represent "who knows what" (Contractor, 2000)

Big data: The latest trend after cloud computing and virtualization is created by Big Data. Enterprise has never had such huge amount of data, but this is not the end it is still growing.

There is no standard approach to knowledge management which can satisfy all the needs of an organisation and help the organisation to meet its cultural differences. Knowledge management can be a solution to the challenges that diversity has posed to the business. The real success of knowledge management will be visible only when the process of knowledge management is involved in the work flow of an organisation.

*Akanksha Bhonsle*

*1321144*

*1 MBA 'J'*

## *Encouraging Entrepreneurial Spirit... A CUIM Initiative*

THE CENTER FOR ENTREPRENEURIAL DEVELOPMENT AND RESEARCH (CEDAR)

Christ University Institute of Management (CUIM), launched Centre for Entrepreneurship Development & Research in November, 2012 with an aim to provide the young budding entrepreneurs the support and guidance they require to nurture and grow their business ideas.

CEDAR is a platform where the business ideas and plans are tried, tested, evaluated and checked for feasibility and also refined for commercialization. This center is facilitated by an external committee comprising of faculty, alumni, entrepreneurs and venture capitalists that are passionately committed to transforming the ideas of young aspiring entrepreneurs into reality.

It also provides advisory services through consulting, research, technology development and venture capital exchanges. The process begins with the submission of a business plan by budding entrepreneur team screened by a committee. The incubation process includes product development, product innovation, testing, simulation, pilot experimentation, training, presentation to a target audience and funding support which typically lasts for 3-6 months.

The center aims to nurture innovative ideas with state of the art infrastructure and help budding entrepreneurs to make their dream into a reality.

# Faculty Interview with Prof. Ramakrishnan

## ***1. How was the transition from Bits Pilani to CUIM?***

The path in my professional journey comprises a brief stint in the manufacturing industry followed by more than 23 years in the Information Technology sector before moving to CUIM. The role in manufacturing had a focus on production control and product quality control/assurance. I had the opportunity to focus on varied roles and responsibilities in the IT sector which encompassed IT strategy planning, IT consulting, heading a Technology Centre for Excellence, pre-sales and business development, project/program/portfolio management, championing Software delivery excellence and Quality initiatives, and global operations of the Project Management Office.

## ***2. Was there any moment you came across where you knew that teaching should be your profession?***

There have been many moments in this regard and it would not be appropriate to attribute any specific moment as a 'moment of transformation'. However the experiences while imparting training to a wide audience group ranging from students to corporate personnel including CXOs could have been a contributing factor. The moment of winning the 'Best paper' award in an International conference reinforced my thought processes to have an enhanced focus on teaching and research.

## ***3. Many of your students would want to have a career as gleaming as yours, What should be their Course of action?***

It is difficult to suggest a 'standard formula' or a 'prescription model' considering that scenarios, opportunities, and interests would vary for each individual. However, I could add that it is important for students to understand their individual core competencies and look at how to enhance them for effective deployment in the professional sphere.

## ***4. What do you think is a better Motivating factor, a handsome package or passion for the job?***

Different factors motivate differently in different individuals. However, I feel that an intrinsic passion for the job (which is intrinsic) could have more self-satisfaction and sustainability in motivating an individual a handsome package (which is extrinsic).

## ***5. How do you think IT is going to help future MBA graduates?***

The role played by IT in various domains and the potential for harnessing the capability of IT in future in various application areas is a key pointer to this question. We are in a world where 'e-enablement' is talked about. It is not about MBA graduates becoming IT technical specialists but transforming as 'effective strategists, planners, and collaborators through deployment of IT.

Ramakrishnan N, Associate Professor, did his MS with a specialisation in Software Systems from Birla Institute of Technology and Science, Pilani. He has been in the industry for about two decades before joining Christ University as a faculty member.



*Prof. Ramakrishnan with Tom*

### ***6. What would be the most important values you would want to inculcate in the students of CUIM?***

The students of CUIM need to imbibe the values which they have come across during their orientation and key elements that they would learn as part of their holistic education and development. Integrity and ethics are key values both in the personal and professional spheres of activity. You would have come across instances that compromising on these severely impact individuals and also corporate entities that were once highly profitable and successful.

### ***7. Your take on MBA and life after it?***

While an MBA could prepare a student for the corporate world, the life after MBA would depend on how you want to propel it forward. It is like a person getting trained to swim, but after training it is dependent on the person to continue swimming in a swimming pool or try to achieve an Olympics medal. Leveraging knowledge and focusing on continuous learning which involves re-skilling, cross-skilling, etc. is of paramount importance.

### ***8. Which are the focus areas which an MBA student should focus upon?***

Just to mention a few, it is important for an MBA student to focus on the 6Cs, if I might call it that way, Character, Clarity, Confidence, Competence, Creativity, and Collaboration. Though you may do 'different things', It is all about 'doing things differently'.

It is not what you read, but what you understand is important  
It is not what you understand, but what you assimilate is important  
It is not what you assimilate, but what you apply is important

A focus on Action-orientation blended with Discipline, Innovation, and Thought Leadership could help an MBA student in the path of transition from a student of 'Master of Business Administration' to 'Master of Best Achievers'.

# Events at CUIM

## **ORGANISATIONAL STRUCTURE TRAINING (OST)**

The initial round started with the 500 participants and was skewed down to the “Super 8”, the budding honchos ready to take the future battle. The students displayed the detailed structure, SWOT analysis, facts and figures ranging from the strength of employees, to the financial turnover. The winners were

1. Mr Kanav Chadha - Winner
2. Mr Vedant Goenka- First runner up
3. Mr. Ragavendar.D. - Second runner up

## **BACK TO SCHOOL**

The event inculcated the spirit of togetherness among the batch mates where each of the sections were given a particular theme to exhibit such as action, mythology, horror and many more. The seniors also presented the video for their respective batch. The fun filled atmosphere turned livelier with the Mr and Miss fresher event. It was indeed a memorable event for the newly branded Christites.



## **OUT-BOUND TRAINING**

During the CUIM organised out bound training, group dynamics were best displayed at the Nataraj Gurukul Ashram where students experienced the thrill of mountain climbing, rappelling, cave exploration, navigation and river crossing. Bonfire at night, jogging in the morning and the authentic South Indian breakfast were the most enjoyed moments of the OBT.



## **BOOK REVIEW**

Reading enthusiasts were given an opportunity to display their critical, reasoning and logical skills during the book review competition. The preparation of the event had begun 2 weeks prior as representatives of various mentor groups competed to reach the finals which were held in the auditorium. The jury critically analyzed each presentation and questioned each concept being presented.

1. Mr. Karan Lakhwani - Winner
2. Mr. Nikhil Nandakumar - First Runner up
3. Mr. Shariq Ashfque - Second Runner up



## ***THEATRE IN EDUCATION***

The halls of Christ University became a stage and each student an actor as theatre in education gave an opportunity to the first year students to know each other better. As groups competed against each other, they practiced the basics of acting and theme based script writing. At the end of the day, each team presented a skit and poster related to their theme. Freezing poses, dramatic actions, the joy and excitement were things one could not miss on this Sunday.



## ***GRACIAS***

The event, unique in itself instilled in students the feeling of being thankful to whatever they are, the values of true Christites. Final year MBA students had an opportunity to thank their mentors from their various companies for the SIP(Summer Internship Project).The students showcased their learning's and positive outcomes of the project they undertook.



## ***BUSINESS ANALYSIS CONVENTION***

The Business Analysis Convention was organized by BA Incubators Pvt Ltd in association with CUIM. This two day convention aimed to recognize the need of business analysis as a course for budding managers and entrepreneurs. Eminent speakers from NASSCOM, Forrester Research, Accenture, TCS, etc graced the event which was attended by about 400 delegates over two days.

## ***CORPORATE INTERFACE***

CUIM organized a series of corporate interaction sessions where leaders from the corporate world were invited to share their knowledge and experience with CUIM students. This was done with the objective of complementing the rigorous academic work by interaction with corporate leaders and get a real time feel of corporate practises, processes, trends and expectations. CUIM students utilized these sessions to improve their understanding by discussing and asking questions to invited leaders. The sample list of leaders who visited the campus and interacted with students during June-August,2013 are

1. 10th July - Mr. Anup Khanna (VP, Appnomic Systems Pvt. Ltd.)
2. 15th July - Mr. George Selvam (Founder and Chairman, 5E serpraise)
3. 2nd August - Mr. Parameswaran Shivalingam (CEO, GMR Group)
4. 7th August - Mr. Jubin Mishra (Ex-VP, Accenture)
5. 19th August - Mr. Sathiyaseelan ( HR Head, Renesas Mobile India)

1

# JUNKYARD

5

## WHO ARE THEY???

2

4

3



### The Cameo Team

Venkatesh Bhagavath (Faculty supervisor)

Ananthram Nelvagal

Anuj Pillai

Karan Lakhwani

Sachin Walia

Sneha Ballakur

Tom Benny

5. John T Chambers (CEO, Cisco)

4. Yogesh C Dveshwar (CEO, ITC)

3. Sunil Mittal (CEO, Bharati Airtel)

2. Marissa Mayer (CEO, Yahoo)

1. Jeffery P Bezos (CEO, Amazon)

### ANSWERS

Christ University Institute of Management,  
Hosur road, Bangalore, Karnataka

India 560 029

Phone: +91 80 4012 9555/9531/9532/9810

Fax: +91 80 4012 9000

[www.christuniversity.in](http://www.christuniversity.in)

[christcameo@mba.christuniversity.in](mailto:christcameo@mba.christuniversity.in)

[www.facebook.com/christcameo](http://www.facebook.com/christcameo)



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