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The SVIMSIAN Newsletter

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Holi was celebrated on 29th March 2021 all over India. The celebrations were muted due to the ongoing Covid 19 situation. We fervently hope and pray that the scourge of Covid 19 will have disappeared completely by next Holi. Belated Holi wishes to all the readers. Let's add colour and zing to life

Tapaswini Reddy - PGDM-I

Importance of Communications Skill:

The communication skills that should be practised from an early age cannot be learned in one day at the coaching centre. No matter how capable we are, that ability is not worthwhile if we do not have the skill to talk to others confidently and persuade them.

Communication skills should be considered as a combination of ideas, listening skills and speaking skills. The source of our actions is our thoughts. Our thoughts and actions are in harmony with our nature. We must constantly monitor our thoughts. Because they are our words. The way a person thinks depends on his/her surroundings, upbringing, education, friends, etc.

Elegance, clarity, and simplicity of thought are the foundation of a good expression of feelings.

Another important principle in conversational skills is to understand the way of thinking of the speaker. . This is possible if we have the patience to listen. Listening attentively is the highest courtesy we can give to that person. That is why every word that is spoken is thought and spoken.

Conversation is an art. The goal of that art is to satisfy human needs. The quality of our lives is determined by the way we communicate with others.

Rahul S Shingare PGDM I

The Art of Public Speaking

“Presentation skills are one of the most important skills in the 21st century” Bill Gates.

Imagine yourself standing in front of the mirror at midnight – panic struck eyes, fear hovering the face, and trembling limbs – a total wreck.

Neither, a performance evaluation nor a board meeting. Still the adrenaline rush is so strong to keep you sleep deprived for a few days now. What else could be the reason for such nervousness?

Astoundingly, these are “common” symptoms of a person preparing for a PUBLIC ADDRESS or a SPEECH.

PUBLIC SPEAKING – an art and skill we see and admire in many, my recent favourites being our PM Shri. Narendra Modi and the US President Mr. Barack Obama, is a nightmare to a large number of us.

Our PM, Modi ji’s speeches are a feast to the ears. No wonder he captured the world’s attention with his public speaking skill and all have seen him catapult to the present position which draws similarity, in strategy and execution, with yet another great speaker – Barack Obama. Both brilliant with words.

I feel proud to share that one of the best speeches I have listened to recently is that of Modi ji’s address at the Capitol Hill at the joint session of the US Congress on 8th June of 2019. What a marvellous and breath-taking speech!! 8 standing ovations! 66 clapping intervals!! Truly spectacular!

The steps of Old State Capitol, Illinois on 10th February, 2008 along with the whole world, witnessed a spectacular exhibit of public speaking skills of Mr. Barack Obama, when he announced his candidature to run the presidential elections. His historic victory speech on being the 44th President- Elect, on 4th November, 2008 amazed billions around the globe, yet again. Not to mention, Mr. Obama connects well with his audience through his speeches.

Both these honoured speakers gracefully inspire and influence the audience, which is a quintessential trait for any good public speaker. One can learn quite a lot from these speakers.

Today, we are in an era of rapid changes and high uncertainty and people look for clear directions and guidance. Whether forming new visions, or targeting an innovation to untried markets, or speaking to media, or addressing social functions or simply conducting business or team meetings, the ability to make effective speeches is mostly the crucial factor that decides success or failure.

The terms “hearing” and “listening”, though it may seem the same, have different meanings. Many a time, people only hear speakers but don’t listen to what they speak. Making the talk interesting and participative can make the speeches more effective and result oriented.

There are, of course, natural speakers with inborn talent and aptitude for Public Speaking. But I strongly believe that good speakers are not always born – they can be trained as well.

We all have latent skills. An awakening and perfecting these skills, along with the right perspective, a few Public Speaking tricks, and a couple of modulated punch lines will make the task less challenging.

Let me now share a few simple tips that can help you be effective speakers.

1. Define the Purpose: To create interest among your audience, you must offer a good reason to them to listen to you. Their time is valuable, which means that your speech should answer their one simple question: “What’s in it for me?”
2. Develop the speech: To make a great speech, you need to start by building on an appropriate outline that considers timing and the whats, whys, and hows of the speech. Keep both, the target audience and the objectives of the speech in mind while developing the speech content.
3. Practice, Practice, Practice: Having a concrete outline and well prepared speech alone will not win the battle for you. The key is continuous rehearsals. Repeated speech practice and rehearsals help in identifying problematic areas and strategies to avoid any obvious mistakes from occurring. You can also join speaking clubs like Toastmasters, or volunteer to speak at local events, and practice at work. The more you speak, the better you will get at it.

4. Nervous to Natural: Be yourselves. A Good audience can quickly identify if you are trying to imitate someone that you are not. Relax - your best self is your real self. Your audience is almost as nervous as you are. Involve them as soon as possible to calm everyone's nerves.

5. Breath: Before you start uttering the first words, take a deep breath and look at the audience. Connect with their eyes, take in their energy and begin.

6. The magic of 3: The first 3 minutes of the speech are crucial, because during this time your audiences' attention is naturally high. You have only one chance to make a first impression and you need to grab their attention, establish the rapport, and ensure they will buy-in immediately to what you are conveying.

7. Keep it Simple: Have a few key points listed and use numerous real-life examples for each one. Your audience is looking forward to learn something new from you. Understand that they are not waiting to test your knowledge.

8. Make all movements Purposeful: Moving around the hall, just for the sake of moving or to wash out your nervousness is annoying for the audience. There is no need to move all the time. Try standing planted from time to time.

9. Check your Pace: People often speak too fast when they are nervous. Slow down. Take something to the podium with you that will serve as your reminder to slow down. Obama and Narendra Modi are masters in this and remember how effective it is.

10. Bring a Visual: Place something on the podium that makes you smile. It could be a picture of your family, a silly toy or a rock from the ocean. It might sound silly, but it really works!

11. Close it Right: A fine closing will make your audience feel good about what they have learned. Try to inspire them to act and leave them with something that reminds them of you and your key message.

Make sure to end your speech with a bang!

12. Take feedback: Ensure you request and get feedback from your audience after the session. Also have an evaluator, a speaker, to monitor your performance for the day. Discuss a couple of points to improve and later implement those suggestions.

I am confident that anyone who practices the above simple techniques while making a public speech can do a neat job. However, let me remind you that true success in any endeavour is the will and attitude to improve continually. This starts with a commitment to improve. Audience feedback and suggestions are the best source to evaluate your performance and its effectiveness. A word of caution here is not to take these feedback personally or self-criticizing and be defensive against them. Remember, there can be lessons to be learnt from even a crank, if you have the will and patience to listen!

We may not be able to stand in the shoes of Mr. Obama or Modiji at Public Speaking but surely we can make good speakers out of us – speakers who can inspire any audience!

NOW, ARE YOU READY FOR THE NEXT SPEECH?!

Source: different blogs

Article by Krishna Mangulkar - PGDM 2nd Year

Marketing Myopia – Marketing Myopia results into failure of a large organization

Myopia or near-sightedness is a medical vision condition. Where you can see objects near to you clearly, but objects farther away are blurred. If the same happens in marketing of a brand then it is simply termed as marketing myopia.

The term marketing myopia was coined in 1960, By Theodore Levitt (Harvard Business School marketing professor) in his article by the same name (republished in 2004).

According to this article, when companies focus on their needs and short-term growth strategies, they neglect the needs and wants of their customers and fail as a result.

Marketing myopia is simply being so busy in selling what you have, instead of changing or improving on the basis of consumer response or feedback. This negligence towards consumers sometimes leads to negligence of consumers towards your product which becomes the end of a brand's success story.

When more attention is given to a product rather than its benefits & experience produced by the product, then the actual problem arises. Because if you will not adapt to continuously & aggressively growing/changing consumer needs, consumer behaviour and preference; then consumers will surely replace your product with another one, which is fulfilling their current needs. So if you want to sustain your product in this dynamic market then, as a marketer you should focus on customer's need satisfaction as well as customer delight, not just sales and stuffing customers with your product.

So as a marketer you should never neglect the long-term goals such as main product quality, upgrading with customer need, behaviour and preference. You should always focus on consumer satisfaction and delight. Because these things are very important for long term sustainable growth.

The marketer should avoid narrow-minded strategies and not become marketing myopic, because the main focus area of marketing myopic businesses becomes production and R&D that results in ignorance of the consumer.

The classic examples of Marketing Myopia:

1. Maruti GYPSY

Gypsy, India's first sport utility brand with the tagline "There is a gypsy in everyone", which was considered as an aspirational one by many young hearts. The brand failed because of the apathy of the company in investing in the brand. The product had inherent problems that created negative word of mouth, and the company didn't care to look at the negatives, and didn't respond accordingly. Gypsy although considered as a tough vehicle, lacked many important attributes valued by a customer. Now the brand is confined to a certain niche segment i.e. police and army vehicle segment.

2. Nokia

Back in early 2000 to 2006, Nokia was the top brand of the market with highest market share as well as being people's favourite phone and Nokia acquired it through button pad phones. Nokia didn't change its product with the changing technology. In 2016, after a span of 10 years, Nokia's phones were hard to find. Samsung and iPhones captured the whole market share which once belonged to Nokia. The lack of adapting to technology ended the story of Nokia, which was once the favourite brand of everyone.

3. Kodak

Kodak; The most famous and dominating name in the field of photography and videography throughout the 20th Century. "The Eastman Kodak Company" was founded in 1888 by George Eastman. Kodak brought a revolution in the industry. When there were only huge companies which had the access to a camera for recording, they made it available for every household by producing equipment that were portable and affordable. Kodak declared itself bankrupt in 2012, because they kept on producing the same types of cameras over the years. When Sony

introduced its digital cameras in the market, Sony's camera was a huge success. Kodak's cameras were kicked away from the market.

References:

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<https://www.slideshare.net/RoshniMenon1/marketing-myopia-15338120#:~:text=3.,%E2%80%A2%20Failed%20%2D%20LML%20entered%20motorcycles.&text=Poor%20Advertisement%20%E2%80%A2%20Failed%20%2D%20sweeping,Continued%20%2D%20company%20in%20two-wheeler%20market.>

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<https://hbr.org/2004/07/marketing-myopia>

Poem by Anjali Phanse - MMS I

Dear Dad...

Since childhood, he loved her a lot and
Taught her to be strong and independent.

She wished for a thing, and he made that his responsibility to get,
Whenever she said I want this, he quietly fulfilled her wish.
He cried alone and made her smile.

He could have had fun at his age, but he started earning,
The castle for his family is what he was building.
He loved and adored her but never showed,
He knew he could trust her with his heart, I suppose.

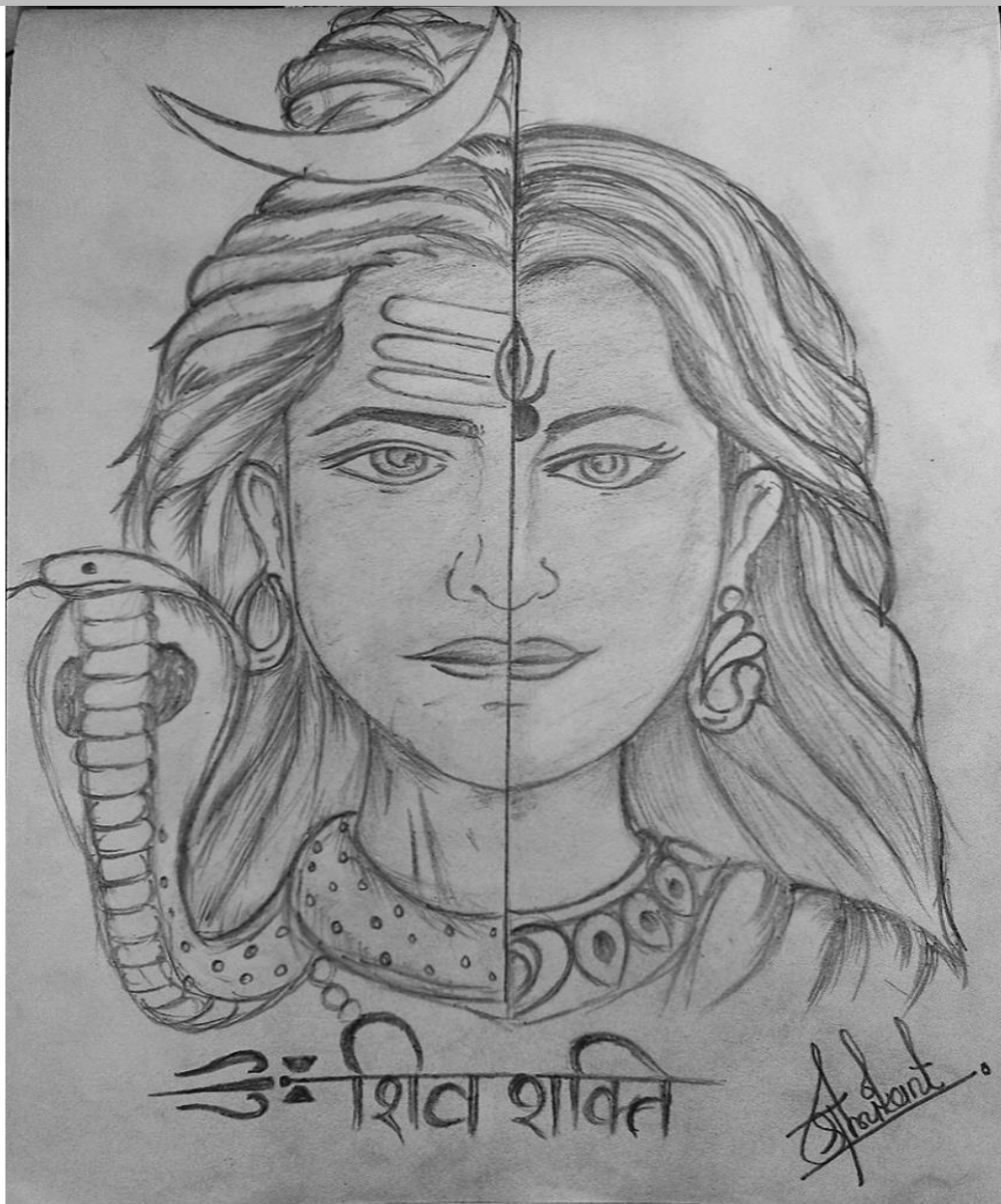
The struggles he's been through, he never revealed,
He listened to a lot from society, but his daughter is the only one he always
believed.
The love he shared is just so pure; he sacrificed everything for her,
Smiling at her on her wedding day, secretly, he cried for her.

He cried and sobbed since the day she left,
He hasn't slept peacefully in his nest.
Let her never break him with her harsh words,
She is the centre of his beloved universe.

Don't ever abandon him in his old age if he looks frazzled,
Be the cane for his path less travelled.

Art Gallery

Shrikant Sangle – PGDM I



News from the campus

SVIMS-Gladiators - waging a war of words!!

With a view to encouraging the students to participate in debates and discussions, we came up with the idea of launching this weekly debate called the Gladiators - War of words. The participants in this debate will be students from PGDM I and MMS I classes. The topics for debate would cover areas like Finance, Capital Markets, latest developments in the fields of Science, Technology, IT, AI etc. Seven students from each class would be drawn up randomly and the topic would be assigned 2-3 days in advance

The best speakers and the best team would be selected by two judges (from the faculty). We have planned 10 such debates. The students are extremely enthusiastic and passionate about these debates and have whole-heartedly embraced this idea. These debates will definitely boost the confidence level of the students and help them face the group discussions confidently and also shape them as good public speakers.

“Communication gone haywire”

SOFTWARE DEVELOPMENT

without usability processes



How the Customer
Explained It



How the Project Leader
Understood It



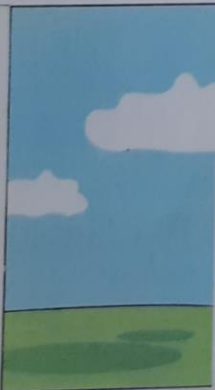
How the System Analyst
Designed It



How the Programmer
Wrote It



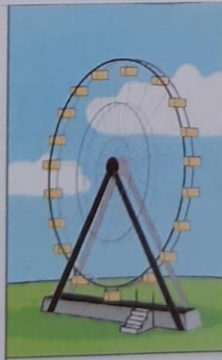
How the Consultant
Described It



How the Project
was Documented



What the Operations
Team Installed



How the Customer
was Billed



How the Vendor
Supported It



What the Customer
Really Needed



QUIZ Corner.

QUIZ- 1 How much do you know about India

1. Approximately what fraction of the world's population lives in India?

1/6th, 1/3rd, 2/3rd, 1/2

2. Which of the following countries does not share a land border with India?

China, Myanmar, Afghanistan, Bhutan

3. What is the meaning of the name Himalaya in Sanskrit?

Abode of snow, The high one, Heaven on Earth, Rocky Mountains

4. What is the name of the tallest mountain in India?

Kanchenjunga, Everest, Nilgiris, Mount Abu

5. Which of the following cities has the largest population?

Chennai, Delhi, Mumbai, Kolkata

6. Roughly what percent of Indians work in agriculture?

30%, 75%, 50%, 20%

7. Which mountains form the eastern and western edges of the Deccan plateau?

Himalayas, Hindukush, Urals, Eastern & Western Ghats

8. When was our National Anthem sung for the very first time in India?

9th Aug 1942 / 15th Aug1947/ 12th Jan1950 / 27th December 1911

9. What is the name of the boundary that separated India from Pakistan, set in 1947?

McMahon Line, Plimsoll Line, Radcliffe Line, Green Line

10. The name of which Indian union territory means a Hundred Thousand Islands in Sanskrit?

Lakshadweep, Puducherry, Cayman Islands, Minicoy

11. On which of these rivers was the Hirakud dam built?

Mahanadi, Ganga, Cauvery, Godavari

12. In which Indian town does the Alaknanda and Bhagirathi rivers unite to form the river Ganga?

Devprayag, Haridwar, Nashik, Varanasi

13. Which place in India forms the southernmost point of the subcontinent?

Palk Strait, Kochi, Cape Comorin, Indira Point

14. Name the city formerly called Allahabad that was founded in 1583 by the Mughal emperor Akbar.

Agra, Surat, Prayagraj, Fatehpur Sikri

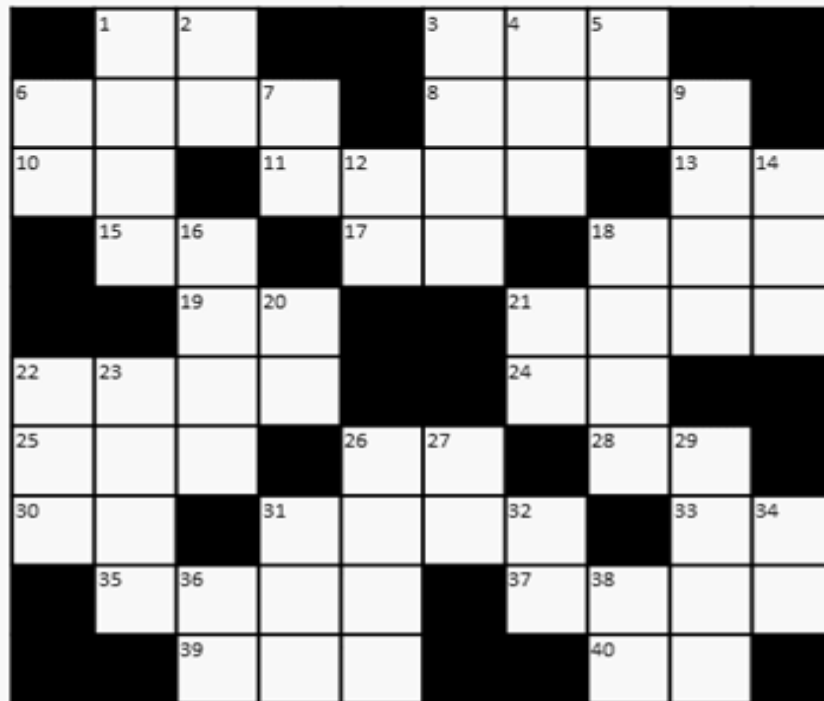
15. Name the island group of India that separates the Bay of Bengal from the Andaman Sea.

Aminidivi Islands, St. Mary's Islands, Kerguelen Islands, Andaman & Nicobar Islands

Answers to Quiz - 1

1. 1/6th
2. Afghanistan
3. Abode of snow
4. Kanchenjunga
5. Mumbai
6. 50%
7. Eastern & Western Ghats
8. It was first publicly sung on 27 December 1911 at the Calcutta (now Kolkata) Session of the Indian National Congress
9. Radcliffe Line
10. Lakshadweep
11. Mahanadi
12. Devaprayag
13. Cape Comorin (Kanyakumari)
14. Prayagraj
15. Andaman & Nicobar Islands

Cross Number #1



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ACROSS

- | | |
|------------------|-----------------|
| 1. 22 - 9 | 22. 1496 + 930 |
| 3. 159 - 13 | 24. 124 - 46 |
| 6. 465 + 750 | 25. 1290 - 300 |
| 8. 2329 + 3294 | 26. 98 - 44 |
| 10. 25 - 10 | 28. 11 + 5 |
| 11. 18833 - 9266 | 30. 27 + 40 |
| 13. 20 - 7 | 31. 9284 - 2589 |
| 15. 15 + 16 | 33. 44 - 10 |
| 17. 120 - 24 | 35. 3292 - 768 |
| 18. 952 - 344 | 37. 9 + 1616 |
| 19. 99 - 40 | 39. 858 - 356 |
| 21. 445 + 8975 | 40. 1 + 10 |

DOWN

- | | |
|------------------|------------------|
| 1. 710 + 543 | 20. 27 + 69 |
| 2. 46 - 15 | 21. 183 - 86 |
| 3. 297 + 1269 | 22. 338 - 42 |
| 4. 235 + 232 | 23. 280 + 4692 |
| 5. 83 - 21 | 26. 10786 - 5144 |
| 6. 15 - 4 | 27. 27 + 22 |
| 7. 29 + 30 | 29. 12200 - 5879 |
| 9. 5457 - 2355 | 31. 687 - 67 |
| 12. 24 + 35 | 32. 62 - 11 |
| 14. 560 - 180 | 34. 21 + 24 |
| 16. 381 + 1139 | 36. 61 - 6 |
| 18. 12346 - 5865 | 38. 17 + 44 |



Solution to Cross No.1

	1	3			1	4	6		
1	2	1	5		5	6	2	3	
1	5		9	5	6	7		1	3
	3	1		9	6		6	0	8
		5	9			9	4	2	0
2	4	2	6			7	8		
9	9	0		5	4		1	6	
6	7		6	6	9	5		3	4
	2	5	2	4		1	6	2	5
		5	0	2			1	1	

Source: Puzzle to Print

Certifications Earned by Students:


5/2/2020



CERTIFICATE

— Of Completion —

This is to certify that




TEJASHREE RANE


has completed the following certification

Certification	Percentage	Completed On
Accounting - Basics	100.0	02 May 2020

8/5/2020




Certificate Id: ICS17845



CERTIFICATE

— of Distinction —

This is to certify that



TEJASHREE RANE

has completed the following certification

Certification	Percentage	Completed On
Demo - Investment Analysis Skills	100.0	05 Aug 2020



CERTIFICATE

— Of Completion —

This is to certify that



TEJASHREE RANE

has completed the following certification

Certification	Percentage	Completed On
Financial Analysis - Basics	100.0	25 Apr 2020



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Corporate Finance Institute® have conferred on*

Prayesh Mohite

*who has pursued studies and completed all the
requirements for the certificate of*

Introduction to Banking

*with all the rights and privileges
pertaining to this certificate.*



Certificate number
20523459

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Instructional Delivery Method: QAS Self Study

Finance: 3.0 credits.



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In accordance with the standards of the National Registry of CPE Sponsors,
CPE credits have been granted based on a 50-minute hour.

A handwritten signature in dark ink.

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A handwritten signature in dark ink.

Director

A handwritten signature in dark ink.

Director

Jul 12, 2020

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Your views/comments and contributions are welcome

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