



Sir M Visvesvaraya Institute of Management Studies &
Research, Wadala, Mumbai -400031

The SVIMSIRIAN Newsletter

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India Celebrated her 72nd Republic day on 26/01/2021



Attending online classes in the lap of nature

Suresh Gogawale & Vinesh Philase (PGDM - Finance 2nd Year)

We want to share with you our experience of attending online lectures. During the lockdown as we were in our native place and in our homes there were lots of network issues. We found that at a short distance there was a garden and decided to go there and attend our lectures. As the natural ambience was pretty good it helped us to concentrate on lectures during the lockdown period. When we were at home, we also managed our time and spent a lot of time with our family.

The experience of attending online lectures was truly good.

Job interview – An unforgettable event

Jagruti Kuchhadia – PGDM BFS 2nd Year

Many of you have faced interviews or will face interviews. You may crack it or you may not. But the most important thing is at least you tried. And yes you learn something new from it.

Many people feel awkward or nervous while giving an interview. But believe me if you give your best for the initial 2 minutes then the game will be yours. You will become comfortable with the interviewer. Obviously after 2 minutes you will give your best.

On many points you may not agree with the interviewer. Just put your point across with confidence and politeness. There is no need to agree on each and every point just to impress the interviewer.

We heard many “Mantras” to crack interviews. Like be confident, wear proper attire, positive attitude, know about your domain and organization. Yes, all these points are important. But we all forget one most important point i.e.

“Be yourself”

Just to get that job, you can't forget yourself now. Don't give fake promises or don't lie about yourself. Because when you will get that job ultimately it will affect you only. And you have to suffer.

Whatever we say, the first interview which we cracked, we will never forget. It is just the starting point of your journey. Many more things are waiting for us.

Enjoy the process, destiny is ours only.

Meditation (Dhyan) - Piyush Golatkar - MMS 1st year Sem -I

Geeta Chapter 2, verse 20 says: The brain is mightier than the mind, because it helps to control our emotions. But the journey of the soul is beyond it. Soul is invincible.

Meditation helps us to focus. Meditation which also means Dhyan in Sanskrit means to concentrate. Dhyan does not mean closing the eyes and sitting in a quiet place. It means total focus and attention on the *Karma* duty you are performing.

We don't need to take an example of any monk, just look at the small kid who is between 1 and 3 years of age. No one practices better meditation than the kid because he is not worried about the future nor about the past, just living in the present.

If a person spends the entire day dreaming and expects to change his life within a week, (through meditation) it is well-nigh impossible. Meditation is not just a day's, week's or month's process it takes years and years to stay still and focussed.

One of the famous quotes given by Bruce Lee on concentration is 'be like water my friend': if you pour water into a cup it takes the shape of the cup, if you pour water into a jug it takes the shape of the Jug , so be like water my friend, formless, shapeless. Meditation is a difficult process but not impossible.

Is handwriting losing its significance?

Priyesh P. Mohite - MMS, First Year

Don't you miss the fresh aroma of newly bought stationary?

Were you excited to buy new and colourful supplies in your younger days?

Do you have a memory of losing your favourite eraser or pencil that still makes you worried and sad?

If your answer to these questions is YES, then you must also be remembering the days when your teachers, parents and even siblings insisted that your handwriting should be skilful, neat and elegant.

That isn't the case now, is it?

Specifically, during the tough time of pandemic with growing implementation of digitalization and upgrading technology students preferred not to use pen and paper to make notes. The hand-writing era is changing. With easy access to phones, tablets and laptops students are leaning towards use of soft copies of ready-made well-crafted study material. No one is having nor making enough time and effort to pen down their thoughts on a plain sheet of paper.

To study this change in depth, I conducted a small survey with my fellow batch-mates, and the result was interesting and appealing at the same time. The observation states that 64% of them are willing to improve their handwriting, but the last time they made efforts was years ago. More than 40% of my batch-mates inform me that only sometimes they use pen and paper to note down things.

Students need to realize that skilful writing reflects the personality of an individual and is therapeutic as well. While having digitally advanced gadgets at our disposal, we should not under-estimate the art of handwriting.

Handwriting does not deserve extinction!

“Recycling Start-Up” - Bhavika Trimukhe - MMS 2nd Year (IT)

In the current pandemic situation induced by Covid-19, we all are bound by the lockdown, in our home space. We may find a lot of clutter around and want to get rid of it. The clutter or old stuff around is quite disturbing for us, as it is said that a de-cluttered environment helps us to have a de-cluttered and sorted mind. We may find that having a lot of stuff unused around will just occupy our home space and it will be quite difficult to find our things at the right place. Also such old unused things and stuff in the house are responsible for negative vibes around.

Many old and unused things were either discarded or given away to either friends or relatives.

“Recycling Start-up” is a Business initiative which helps us to declutter our house in the most convenient way and at the same time, allows us to earn some money in the process. It is an entrepreneurial concept which allows us to sell our old things and junk in our house with ease and also to provide these products and things to some needy person in society. It is a platform which enables an individual to buy and sell old products with ease it is a win-win situation for both the buyer and seller.

The Recycling Start Up allows an individual to declutter his or her house with convenience and at the same time the one who needs the things can find the stuff at a nominal price. The Recycling Start-up has come up with an application “Good-Deal”. The application has been developed using GUI (graphical user interface) i.e. On “Glide App” platform. The link for the app is: <https://gooddeal.glideapp.io/>

The application allows us to post the pictures of the product enabling its visibility to the prospective buyer. The one who needs the stuff at a nominal price can refer to the application and find the needy things with ease.

The “Good-Deal” has a great scope in domestic as well as international markets. As we can see, there are a lot of potential customers. The application is quite user friendly. It has the potential to become a successful business model in coming years. The “Good-Deal” attempts to make our homes cleaner and free of clutter.

We promise our prospective clients to have a satisfactory “Good-Deal” for both buyer as well as the seller.

Journey of learning -Vrushali Kamani – MMS 2nd Year IT

This journey began one fine morning in the midst of getting ready for an online lecture session and as the day wore on an idea started buzzing in the head – the idea of a START-UP.

Doesn't this sound astonishing!! YOUR OWN STARTUP...?

It really does. Instead of going down the beaten track, you are embarking on your own journey.

YES I started my own start-up. It is related to Digital Marketing Services for the small business owners located in the US/UK.

Initially different hurdles came in the way.

Disregarding those hurdles I thought to myself – “Do your own thing is the mantra to follow”.

You will know whether the risk you have taken favours you or not.

Starting my own start-up has helped me grow as a person, building my abilities and above all discovering my own strengths

Perseverance always pays.

Keep learning and keep growing.

Success Story of Balaji Wafers & Virani Brothers –Pawan Pandey

MMS-I

Three brothers (Chandubhai, Bhikhubhai and Kanubhai) started their career selling chips at the Astron Cinema in Rajkot. Four decades later Balaji Wafers and namkeen commands a 65% market share in 5 states, a desi business holding its own against multinationals companies.

There is something very down to earth about Chandubhai Virani. He wears a simple white and green checked shirt. Sits in a brown rexine chair. The walls and tables in the office have pictures of his father, his gurus and Swami Vivekananda.

“1974 se Rajkot mai Astron Cinema ke andar humne pehle naukri ki. Tab se yeh joh namkeen hai, chips hai... yeh bechte hai hum.”

(We first worked for the Astrons Cinema Canteen in Rajkot in 1974. We have been selling chips and savouries since then.)

From being salaried employees, the Viranis graduated to running the cinema canteen on a contract basis. In 1982, they set up a tawa (wok) in their own home and began making potato chips. There wasn't much profit in the business but it was growing, and that kept the Viranis brothers going.

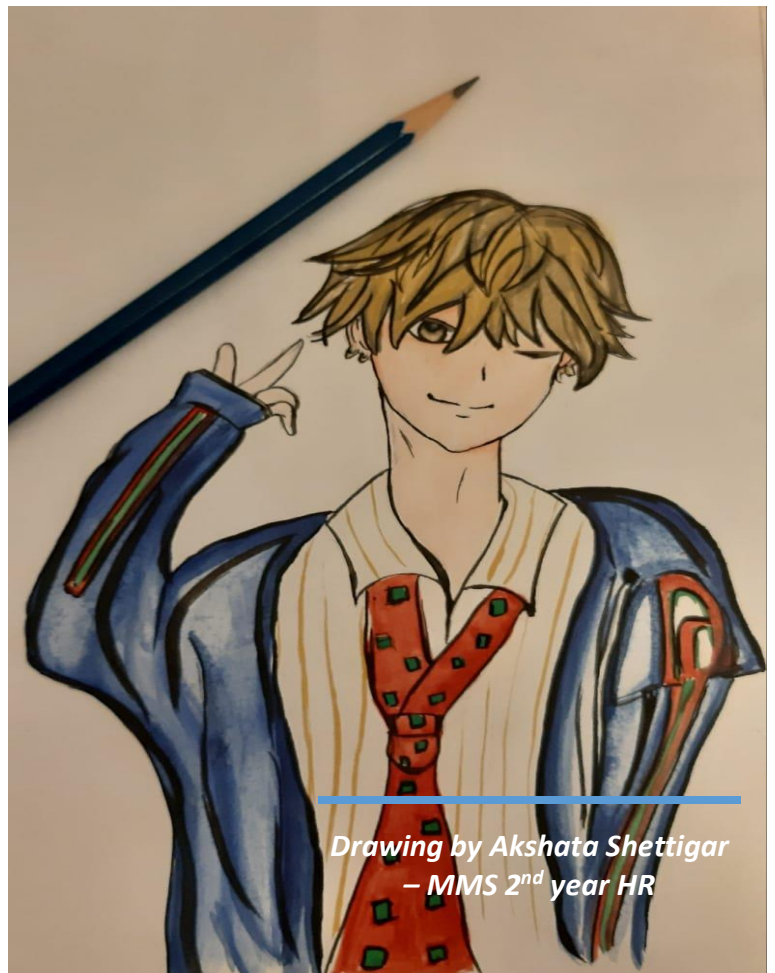
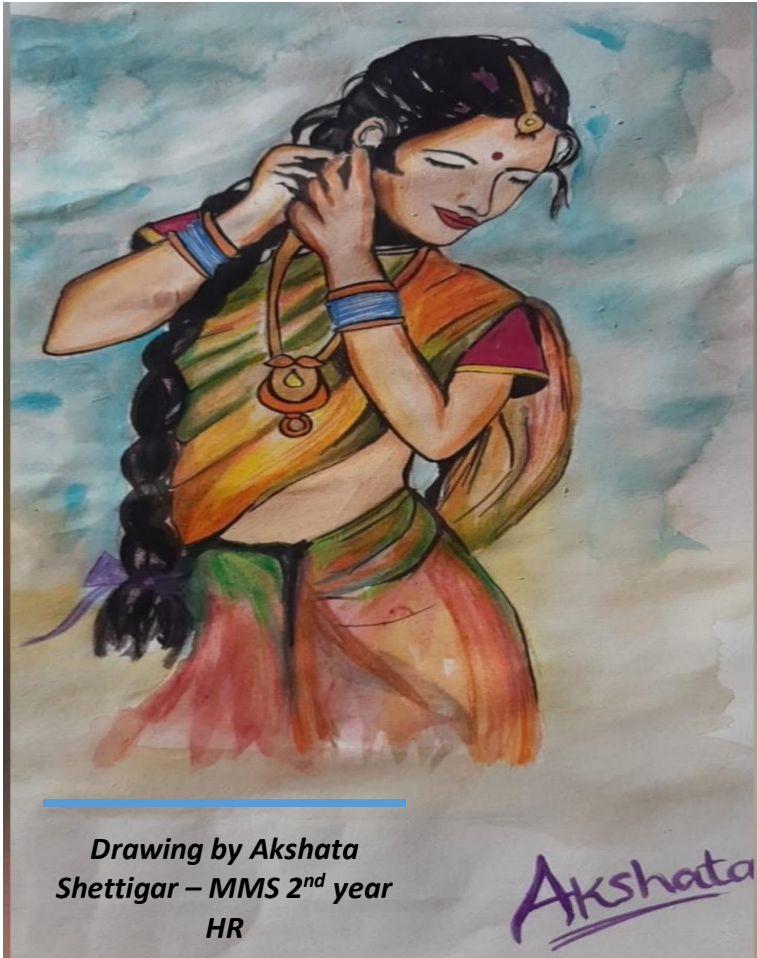
In 1992, Chandubhai Virani and his brothers decided to take a big leap – setting up an automatic plant with a loan of ₹50 lakhs. This bet paid off and the company has not looked back since. Today, Balaji Wafers is a ₹1500 crore company with a dominant market share in the entire country.

In a corner of Chandubhai's office (which is the Head Office) there is a statue of Lord Hanuman. In the background there is a picture of the bridge which the vaanar sena built to take Shri Ram to Lanka.

“74 se aaj tak ek ek patthar dalte gaye, ek din bridge ban gaya, aur sone ki Lanka aa gayi.”

(Since 1974, we put stone after stone, one day it became a bridge. That is the secret of our success.)

“With stones of faith you can build bridges across oceans of doubt, and seas of despair. ‘Success’ is an island in your mind. You can and you will get there” – Chandubhai Virani

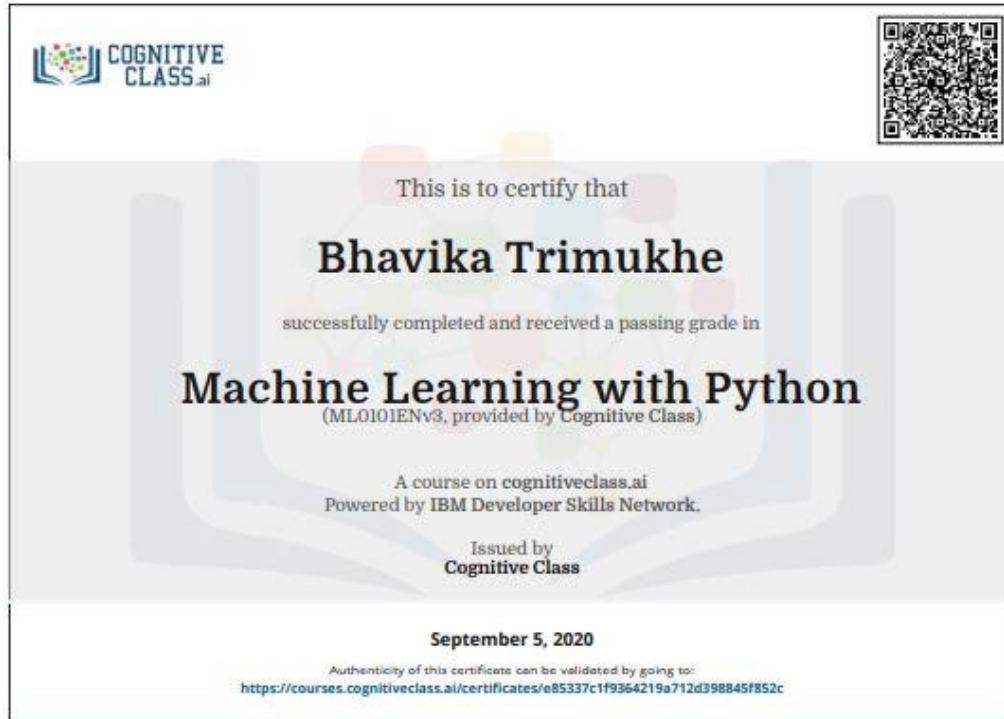






Drawing by Ganesh
Sawale – PGDM 2nd Year
Core Mktg

Professional Certifications earned by our students





Expertrons

CERTIFICATE OF APPRECIATION

This certificate is presented to

Bhavika Ramchandra Trimukhe

on 8/10/2020, who is a certified mentor on Expertrons, guiding students and professionals on their career paths.

Jatin Solanki.
(Co-founder & Director)



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Placement Success Story: Kudos to our placement team of Prof. Atul Mandale and Mr. Dinesh Mehra for successfully placing the following students.

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HDFC SLIC - 3	HDFC SLIC - 7
ARANTA NIKUSE RAMUL	AKSHAY INGLE DEVIDAS
BHAVIKA TRIMUKHE RAMCHANDRA	ANITA MAHANTY DHOBA
SAYALI MOHITE SAYAJ	GANESH SAWALE MANOJ
Package Rs 4.25 Lacs	GIRISH KHILARE BALARAM
	KRISHNA MANGULKAR LAXMAN
TSS Consultancy - 1	PRADEEP SHARMA RAJENDRA
PRASAD GANDHI CHANDRAKANT	PRITIKA TIMRESHA MUKESH
Package Rs 3.00 lacs	Package Rs 4.25 lacs
Swastika Insurance - 1	IDFC Bank - 8
NATASHA NELSON D'MELLO	ABHISHEK PATIL ANIL
Package Rs 3.00 lacs	ANKITA GOTHI LAXMAN
IDFC BANK - 1	MADHUSUDAN KHANDEBHARD KONDIBA
CHANDA KALYAN	PUSHPRAJ SINGH RITURAJ
Package Rs 3.00 lacs	SAHIL POTDAR SUNIL
	SANDIP VARMA SHYAMJI
WhiteHat Jr - 1	SUNILA PRADHAN
AASHAY KHANDELWAL ATUL	SUPRIYA JAGTAP BABU
Package Rs 4.50 lacs	Package Rs 3.00 lacs

Contributors to this issue of Newsletter:



Akshata Shettigar



Piyush Golatkar



Vinesh Philase



Vrushali Kamani



Bhavika Trimukhe



Jagruti Kuchhadia



Ganesh Sawale



Priyesh Mohite



Pawan Pandey

Editorial Board

Prof. Gangadharan Mani

Ms. Priya Krishnamurthy

Editorial Team

Priyesh Mohite – MMS 1st Year

Piyush Golatkar – MMS 1st Year

Jai Panchal – PGDM 1st Year

Tapaswini Reddy – PGDM 1st Year

Technical Support

Yasar Halde

Your views/comments and contributions are welcome

E-mail ID: newsletter@svims.com

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