



# JSB PAGES



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ISSUE 7, DECEMBER 2014

## From the Dean's Desk

Dear Reader,

I take this opportunity to welcome the sixth batch of PGDM students to JSB. Students from different places and streams have come together to realize their dreams. Also not to forget the seniors who have joined JSB after their corporate internship. The full strength of students will give impetus to new events and activities. The campus is already abuzz with raw energy and enthusiasm. A lot of events like workshop, seminar and get-together has been organized this trimester.

Grooming the students to take up the challenges of corporate career is the essence of the teaching-learning process at JSB. Hence, a number of corporate guest lectures and an industrial visit to the factory of Mother Dairy were organized for the students in this trimester.

Wishing you all a very happy and prosperous New Year and merry Christmas.

Regards,  
Dr. Subramanyam P. G.



## Analysis of the voter's behavior in 16<sup>th</sup> Lok Sabha Election 2014

The Indian political system made a significant progress in the 16th Lok Sabha Election when the results were declared on 16th May 2014. In the Lok Sabha Election 2014, the main opposition party Bharatiya Janata Party (BJP) swept a major portion of Lok Sabha seats with 282 and as a result, BJP led NDA (National Democratic Alliance) secured 334 seats out of the total 543 seats of the Lok Sabha. On the other hand, UPA secured just 60 seats.

However, what remained the focal point of these elections was the voter's behavior and changing trend of Indian politics.

### Voting behaviour- What is it?

Voting behavior is primarily a kind of political behavior of majority of voters in a country. By having a clear understanding of the voter's behavior, it is easy to understand why and how the public decision makers make their decisions. The political leaders influence the voters by manipulating the issues of religion, culture, race, caste and gender.

### Voter's behavior in 16th Lok Sabha Election

The dominance of dynastic politics, corruption, anti-incumbency, a Prime Minister who failed to communicate with the people of India, inflation, rising number of women centric crimes and a lack of proper governance were some of the major factors affecting the voter's behavior in 2014 Lok Sabha Election.

However, broadly one can divide the factors affecting voter's behavior under three heads, viz., emotional factors, Prime Minister Candidate, and Media.

**Emotional Factors** affecting voter's behavior- It has been found that there are a range of factors that affect a voter's behavior and some of these which affected the voter's behavior in the 16<sup>th</sup> Lok Sabha Election include:

**Anger**- Generating an emotion of anger among the voters regarding a political party can help in generating votes for the other political party.

**Anxiety**- Voters who face anxiety during the elections vote for those candidates who manage to bring forth an effective manifesto of policies and promises.

**Insecurity**- In the studies conducted by Psychology experts it has also been found that insecurity among voters regarding their future as well as safety and security of their life can play a pivotal role in their behavior.

### Conclusion

The primary difference between the past elections and the 2014 Lok Sabha Elections was a societal behavior shift. The graph took a deep shift from traditional community boundaries like religion and caste to the more transparent factors such as economic status and development of the nation.

Another crucial difference was less relevant; Hindu-Muslim division. It's because this time the youth of India actively participated in casting their votes and selected a candidate on the basis of merit and potential rather than sectarian impulse.

Susmita Maji  
PGDM- 1<sup>st</sup> Year

## Editorial



It has been a great learning experience working with the members of the newsletter. This newsletter actively captured all the corporate events that took place in our organization and also spread light upon burning issues of the socio-economic scenarios in this trimester. This newsletter will give all our readers a glimpse about all those activities. We had a great time putting this newsletter together with the support of JSB. I would like to thank all those whose effort and knowledge made this possible. Hope you will have a great time reading it.

“Don't wait for the opportunity to knock but create the opportunity on your own. Work hard and make history.”

Soumita Paria, PGDM 2<sup>nd</sup> year

## The Board of Governors Meeting



From the left - Dr. Amit Chakladar , Mr. R.K Sikdar (former Director (Planning) Andrew Yule & Co. Ltd), Dr. Partha Sarathi Ganguli (President JSB), Ambassador Philippe Le Gall (Ambassador Extraordinary & Plenipotentiary of the Republic of Seychelles to the P.R. China & Asian Countries), Mr. A.K.Saha (Financial Advisor, JEWf) ,

The Board of Governors meeting was held on July 26, 2014. The presence of Ambassador Philippe Le Gall (Ambassador Extraordinary & Plenipotentiary of the Republic of Seychelles to the P.R. China & Asian Countries), Dr. Partha Sarathi Ganguli (President JSB), Mr. A.K Saha (Financial Advisor, JEWf) , Mr. R.K Sikdar (former Director (Planning) Andrew Yule & Co. Ltd), Dr. Amit Chakladar (Dean JSB) along with other faculty members facilitated fruitful discussions and suggestions.

The inaugural address was given by Dr. Partha Sarathi Ganguli. He acknowledged the board members and emphasized in the need to create a brand image of JSB and aspire to become the second best institute in Kolkata after IIMC. He also advised to adapt to the pressing requirements unique to JSB, and refrain from mimicking the best management policies. Mr. R.K. Sikdar stressed upon the viability of the business model and actively professed for various revenue generation methods. He also stressed that the vernacular background of the students should not be treated as an impediment rather everyone should be encouraged to adopt bilingual method of teaching. Mr. A.K. Saha emphasized on the financial independence of JSB. Mr. Philippe Le asked to adopt an environment friendly atmosphere in the campus and invited the Dean and his team to visit Seychelles for better academic understanding and exchange program. He asked JSB to explore international recruitment of students. Dr. Amit Chakladar gave an overview of all the activities of JSB such as academic and non academic activities, budget and future plan.

The meeting ended with vote of thanks by the chairperson, Dr. Partha Sarathi Ganguli.

## Debate Competition

A debate competition was organised by Jyotirmoy School of Law on 21<sup>st</sup> of August. Six teams comprising Jyotirmoy School of Law, Jyotirmoy School of Education, Jyotirmoy Public School, Corporate and two teams from Jyotirmoy School of Business participated in the competition. Each team comprised four members. The Judge for the competition was Dr. Amit Sen, Academic Advisor of Jyotirmoy School of Law. There were two rounds in the competition. The first round was the elimination round and its topic was “Facebook should be banned in India”. The team of Corporate and JSB1 could not advance to the next round. The topic for the second round was “What Bengal thinks today, India thinks tomorrow”. In this round two members from each group had to speak for 5 minutes. Master Sourav Paul from JPS delivered a wonderful speech and led JPS to victory while team JSB2 had to be satisfied with the second position.



# Orientation Programme

On 8<sup>th</sup> of July, 2014 Orientation programme was organized by JSB for its PGDM 2014 – 2016 batch. The students witnessed the presence of many distinguished personalities from academics and corporate.

Dr. P.S.Ganguli, President JSB, started the programme by narrating the story of the birth of Management and how it has changed in the modern days. He said that management was primarily introduced as a post graduate curriculum so that one person could understand all the aspects of the business and help the organization grow, meet challenges and surpass competition. In the initial days people with three to four years of experience took admission in the Management programme. This helped them to understand the management theories well and relate them to the real life cases. But now-a-days due to global competition the trend has changed and people enroll themselves into a management course right after their college graduation. This calls for new challenges to the students. He asked the students to make use of these two years fruitfully so that they can be successful business leaders of tomorrow.

Mr. R.K. Sikdar, Member of Board of Governor JSB, talked about the meaning of Management. He said that 'manage' comes from the Italian word maneggiare (to handle, especially tools), which is derived from the Latin word manus (hand). He said that every company should do its business ethically and earn profit. If any organization makes money unethically then it harms the society. He said that Business is done to make profit but there are certain bodies which may not do business for profit like NGO and Government Business. Government Businesses like railways, food supply, and healthcare are not run for profit but for the social welfare. He also added that research and development in business is an important aspect as without it the business will not be able to sustain for long.

Dr. Sharmistha Banerjee, Head of the Department, Department of Business Management, University of Calcutta talked about the different pillars of management:

- ? Manager
- ? Organization and its people
- ? Resource management
- ? Environment.

She said that all these form the pillars of management. A manager needs to organize its people for successfully completing any project. The resources should be procured on time and their utilization should be made properly as misuse of resources increases the project cost. Environment plays a vital role as technology is changing, competition is getting tougher and consumer's tastes and preferences are changing. So in order to sustain itself in the market, a company should pay attention to each and every aspect. She also cleared the concepts of ROI – return on investment and KSA – Knowledge, Skills and Attitude and said that KSA is very important for managers. A manager with the right KSA will be able to perform his duties efficiently. She concluded her session with the following questions:

A Management student in 2014: (will say) What can you do for me?

A Management student in 2016: (should say) What can I do for you?

Dr. Kumkum Mukherjee, Head of the Department - Master in Human Resource Management at IISWBM started her session by saying that the entire process of doing a Management course is like a complex algorithm. There is a certain force which has pushed the students to take this course. She said that in management one has to keep learning, continuously taking cues from the environment, from friends, books and internet. She said that the life of a student is like a caterpillar. A caterpillar voraciously eats and gets ready for the next stage of life, so should be the life of a management student, where he / she should be voraciously gathering knowledge, reading books and doing assignments, projects so that they are ready to take the challenges for the industry tomorrow.

Mr. Ratul Lahiri, Co-Founder & Director of PlatinumOne talked about the importance of dress code for managers and management students. He said that every management student

should be dressed well so that he gets into the habit of it for tomorrow. He gave important tips for writing a CV and encouraged the students to take up numerous projects during their 2 year management course and put them in their CV. He said that the key parameters for becoming successful are attitude, skill, knowledge, group dynamics and communication skills.

Prof. R.K. Chaudhuri, F.I.E. (India), MBA, Engineer from IIT (Kharagpur) said that in order to succeed, right decision has to be taken for which one needs right information. Right information should be complete information, timely information and accurate information. He also enlightened the class about the importance of strategic decisions which he explained with an example of a football match in which the two sides failed to score any goal in their stipulated ninety minutes. Even in the extra time the two teams failed to score any goal and the two teams headed for the penalty shootout to get a winner for the match. In the last minute one team made a change in the team and replaced its goal keeper. This was a strategic change and with the help of this they won the match as the new keeper was a penalty shootout specialist. Prof Chaudhuri also shared his coined expansion for VICTORY and SHINE

- ? V - Values
- ? I - Information
- ? C - Circumstances
- ? T - Time
- ? O - Obligation
- ? R - Resistance
- ? Y - Yield
  
- ? S - Systematic approach
- ? H - Honesty
- ? I - Innovation
- ? N - Negotiation
- ? E - Enterprising

Prof. Chaudhuri said that every manager should follow VICTORY and SHINE to be successful.



# Colloquium



On 22<sup>nd</sup> of March, 2014 Mr. Ravindra Dharkar, Country head- talent Acquisition & L&D of Lafarge INDIA Pvt Ltd visited JSB. Mr. Dharkar introduced Lafarge India Pvt Ltd. with its three business units of cement, aggregates and concrete. He kindled the interest of the students with his interrogation: 'What is sought in fresh graduates?' Mr. Dharkar substantially explicated the qualities as ability/ willingness to learn, behavioral competencies, eagerness to learn, application of functional/ conceptual knowledge, self motivation, commitment and dedication, passion for excellence, abiding by the company's safety and discipline policies, and rules and regulation. He also motivated the students to be professional in their attitude. Besides being open for challenges, innovative thinking and commitment to work, they should be driven by zeal 'to do one's best' and possess 'a hunger for success'. The enthusiasm of the students was stirred further with Mr. Dharkar's practical insights into how one can create a reliable impression on the recruiters. The interactive session came to an end with an emphasis on the intricate dependency of a professional on Management and Employees. To trust the people one works with, to have pride in what one does and to work together as a cohesive family are indispensable to a professional.

## Mr. Ravindra Dharkar

### Ruby General Hospital



The main objective of the internship is to get the hands-on experience of the real world organization. My internship was completed with the objective of getting practical knowledge in the department of Ruby General Hospital, Kolkata. The first responsibility I was assigned in this eight week of internship period was to assist in the training module for the nurses and doctors. Secondly, I was allotted the work of joining and exiting Data Sheet Update and orientation, induction and banking formalities. As an intern, I realized that I was successful in gathering a lot of significant learning experiences which would be helpful in my future career. The HR department of Ruby General Hospital offered me ample space and opportunities, not only to learn but also to exhibit my skills as a HR team member. I could use my theoretical knowledge of HR in real practice while participating in many discussions. I was actively involved in the department meetings where I shared my knowledge and views regarding the performance in HRD of Ruby General Hospital.

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I successfully completed all the assigned duties and handed them over to the senior supervisor at the end of the internship. I thoroughly enjoyed the challenges that came along every single day. I could also bring some minor improvisations during my internship which were able to leave their mark. These lessons that I have learned will be a valuable one for my future endeavors.

Anirban Mukherjee, PGDM 2<sup>nd</sup> year



On 2<sup>nd</sup> of July 2014 Mr. Debanjan Roy from International Combustion visited JSB. He gave a lecture on ORGANISATIONAL DEVELOPMENT. He discussed about effective communication skills which mainly comprised the styles of communication, E-mail etiquettes, telephone etiquettes and the basics of listening skills. The whole two hour long session was packed up with lots of question answer exchanges. Mr. Roy was throughout very interactive with the students. He added some humor quotient on the topic which made the session enjoyable to listen to. He primarily emphasized upon the etiquette that needs to be followed in an organization. At the end he concluded by giving some important tips on good communication skills.

## Mr. Debanjan Roy

## Mr. Avijit Dutta



On 6<sup>th</sup> of August, 2014 Mr. Avijit Dutta, Regional head East of Berger Paints visited JSB. He delivered a presentation on Organizational Culture. Students asked him questions about market share, market revenue, marketing plans, organizational aspects and challenges. He answered all the questions and gave examples from Berger Paints to make things clear. He stretched upon the need for development of personality, positive mindset and to have a single minded goal for doing wonders in an organization.

### Keventer

In the month of June I completed my 2 months of Summer Internship Program at Keventer Agro Ltd. The company gave me an opportunity to experience a taste of the corporate world.

Keventer Agro Ltd. entered into a franchisee agreement with the food and beverage giant – PARLE to manufacture, package, distribute and market its well-known brands like- Frooti, Appy, Appy Fizz, and Bailey.

My job at Keventer was purely analytical; I was expected to study the purchase orders and also to prepare a survey for the company about "Competitive Study on Packaged Drinking Water in HOTEL-RESTAURANT -CATERER (HO-RE-CA) Business", which might help the company to increase the market share in that particular sector.

Sanglap Basu, 2<sup>nd</sup> year

## 14th Jehangir Ghandy Memorial Oration

On 4<sup>th</sup> of August, 2014 Calcutta Management Association (CMA) organized the annual Calcutta Management Summit and the 14th Jehangir Ghandy Memorial Oration. The event took place at Bengal Chamber of Commerce in association with TATA STEEL as its premier partner and The Telegraph as the associate partner. The topic for discussion was "Social Entrepreneurship-Change Agents for Changing India". The program was presided by the current president of CMA, Mr. Dhruv Mukherjee. The event started with felicitation program of Ex-CMA presidents, attended by several former presidents namely Mr. Sudhir Chand, Mrs. Nandita Sen, Mr. B. Roy, Mr. Partho Chatterjee, Mr. Barun Das, Mr. Aniruddha Lahiri, Mr. Rajarshi Sengupta, Mr. Sumit Ray, Mr. Siddharth Roy and Mr. Jahan Mehta. The oration was started with an introductory speech by the current president of CMA Mr. Dhruv Mukherjee who talked about the challenges of economy and sustainable development. After that an audio visual tribute was given in the memory of Padma Bhushan recipient and former general manager of Tata Steel Works, Jehangir Ghandy. Then the chief guest of this signature event Mr. S. Parasuraman, the Director of Tata Institute of Social Sciences took the centre stage. He spoke about the development model, poverty level ratio around the years and the economic growth of India with graphical presentations. Next, Mrs.



Sangeeta Jalan a gold medalist from Madras University and social entrepreneur of Anant Education Initiator presented her organization's vision, future plans and development. Another well known social entrepreneur Mr. Dipak Basu, CEO of Anudip Foundation, spoke about the rural development and generating telecommunication awareness among the inhabitants of Sundarban. It was followed by a speech by Dr. Pradip Kr Sharma a veterinary surgeon by profession who started a revolution by providing rickshaw ownership schemes to rickshaw pullers from Guwahati and shared an inspirational and heartwarming video with the audience. The event was concluded by a panel discussion and interactive session in which the social entrepreneurs Dr. Sarmah, Mr. Vinay N Kumar, Mrs. Sangeeta Jalan and Mr. Dipak Basu participated.

## Ambassador- Philippe Le Gall



On 25<sup>th</sup> of July 2014 Mr. Philippe Le Gall – Ambassador Extraordinary & Plenipotentiary of the Republic of Seychelles to the P.R. China & Asian Countries visited Jyotirmoy School of Business. Mr. Le Gall enlightened the students of JSB on business etiquettes which should be kept in mind while doing business in a foreign country. He said, "Etiquette encompasses the prescriptive elements of culture—the things people are expected to do and say, or to avoid doing and saying. As the globalization of industries and marketplaces bring managers ever closer to unique cultures around

the world, it is more important than ever for managers and small business owners to understand why business etiquette is important."

Some of the do's and don'ts given by Mr. Le Gall are:

### Do's

- ? Treat your superior with respect, but do not act submissive or afraid. Treat all people with respect, regardless of status, race, gender, ability, background, etc.
- ? Show a positive attitude. Avoid complaining and gossiping, and be cheerful and constructive in your dealings with others.
- ? Listen: When you are talking to people, look directly into their eyes from time to time. Show interest in the other person by using open-ended questions and acknowledging what you are hearing.
- ? Be friendly and cooperative.
- ? Dress for success - Dress neatly and appropriately for the job. Observe how other staff members dress and follow suit.
- ? Watch your language - Learn the office jargon. Refrain from using profanity and slang. Concentrate on expressing yourself clearly in both verbal and written communications.
- ? Be willing to learn new skills.
- ? Whenever you are without an immediate assigned task, offer to assist others where needed. Personal business should be conducted on your own time, not company time.
- ? Keep your supervisor informed of the status and completion of your work. Periodically ask your supervisor, 'How can I improve?' Make sure others become aware of your accomplishments, but don't boast.
- ? Follow organization rules - learn, follow and respect all organization rules, especially those dealing with ethics and confidentiality.
- ? If you don't know, ask! However, respect the time and commitments of others and wait for an appropriate time to ask for assistance.

### Don'ts

- ? Don't bring up controversial topics (religion, politics)
- ? Don't complain or be negative
- ? Don't use crude language or slang
- ? Don't interrupt people while they are speaking
- ? Don't invade others' personal space; maintain a physical distance of 2-3 feet, coming too close to another person may be considered aggressive or rude. Standing too far away may be considered aloof.
- ? Don't be late for work. Call if you must be late. Consistent lateness and even rescheduling of your work hours can be grounds for dismissal.
- ? Don't talk about personal issues in the workplace.
- ? Don't engage in excessive socializing, which would limit your productivity and that of your co-workers.

## Bijoy Trading Company

It is my pleasure to inform you all that I have done my Summer Internship Program from Bijoy Trading Company which is a Steel Manufacturing Company. They deal with Carbon Steel Strips. They are one of the largest and oldest suppliers of steel strips in India. BT Strips target all segments of customers in India and now they want to expand their market in foreign countries with main focus on the Middle East Countries.

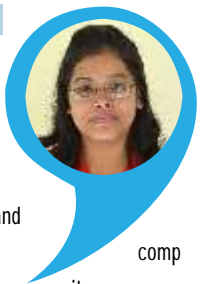
As an intern my job was to find the prospects from the Middle East Countries and provide them information about our company. I had to tell them about the technical information of Steel Strips, prices and other service terms through mail and telephone. On receiving a positive response I had to convince them to become a customer of Bijoy Trading Company.

Gopal Sarkar, PGDM 2<sup>nd</sup> year



## Winnominds

Winnominds Ventures Pvt. Ltd is a consultancy company that provides soft skills training to employees of different organizations like IT, FMGC and Banking. Although being a nascent company, established in 2013, it made its presence felt not only in Kolkata but in other part of India too. My SIP experience in Winnominds was very challenging and interesting. My job profile was simple but very challenging. I had to collect contacts of HRs in Kolkata. Then, I had to prepare a structured questionnaire which was to be asked to the HRs. Next, I had to fix appointments with the HRs and meet them personally. I had to understand the company's training process and then introduce Winnominds and its services to them. It was a great learning experience where I could meet a number of people and pitch the company's services to them.



# Farmer and his Duck

Once upon a time, a farmer lived in a village. One day he sat near his house, sad.

He thought, "I am so poor, I have nothing to eat. What do I do now".

Suddenly a friend of his came around and asked the farmer the reason for his sadness. The farmer told him his sad story. After hearing that the farmer was hungry and had nothing to eat, he suggested the farmer that he should meet the Zamindar and seek his help. The farmer thought that this was a good idea. But in order to meet the Zamindar he need to give him some present, while he had nothing to offer. He looked around and saw that he still had a duck which he could use as an offering. So he clasped the duck under his armpit and headed towards the Zamindar's haveli.

When the farmer reached the haveli's gates, the guards stopped him and asked, "What do you want?"

The farmer said, "I am a poor farmer, I want to meet the Zamindar. Please let me visit him".

The guards said, "What offering do you have for the Zamindar?"

The farmer showed the duck. The guards allowed the farmer to go inside. On seeing the Zamindar, the farmer greeted him, "Pranam!".

The Zamindar said, "What can I do for you?"

The farmer said, "Sir, I am a very poor farmer, I have nothing to eat so I need your help".

On hearing this the Zamindar said, "Do you have anything to offer me?"

The farmer said, "Yes sir! I have brought a duck for you". He immediately put forward the duck towards the Zamindar.

The Zamindar said, "Only 1 duck? I have 5 more members in my family: my wife, my two daughters and my two sons. How will you satisfy all of us?"

The farmer thought for a while and replied, "Sir, your wife pokes her nose in all your matters so I will cut off the duck's beak and give it to her. You are the head of the family, so I will cut the head of this duck and present it to you. Then I will cut off the two wings of this duck and give it to your daughters so that they can fly off happily to their in-laws house and finally, I will chop off the legs of this duck and give it to your sons so that they may stand on their own feet and have a bright career and whatever garbage remains I will take it".

On hearing this, the Zamindar was very impressed. He said, "Okay, you will give all the useless parts of the duck to me and my family and take back all the good parts? Ha HaHa! Very smart. Okay I will help you". He called his guards and asked them to give him two sacks of grains. He also told the farmer that he could take his duck back.

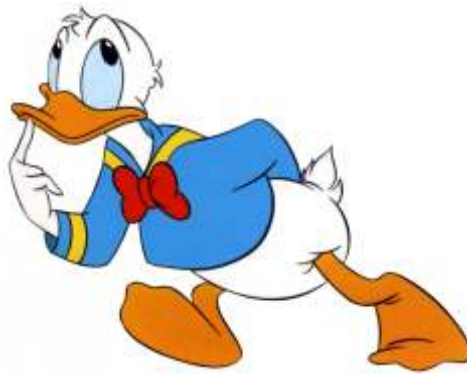
Next day the farmer's friend came to meet him and asked how his meeting with the Zamindar was?

The farmer said, "The meeting was good and I got two sacks of grains from the kind Zamindar".

On hearing this, the friend got excited and asked, "What did you offer him?"

The farmer replied, "Ooh! I took a duck for him".

By Prof. R.K.Chaudhuri



The friend thought, "One duck and two sacks of rice? I have four ducks. If I offer the Zamindar four ducks he will be very happy and reward me heftily". So he clasped two ducks under one armpit and the other two ducks under another armpit and headed towards the Zamindar's haveli.

When the Zamindar saw him, he asked, "What can I do for you?"

The friend said, "Sir, I am a poor farmer and I need your help".

On hearing this, the Zamindar said, "Okay, what offering do you have for me?"

The friend quickly clasped the four ducks from his armpits and offered them to the Zamindar.

The Zamindar said, "I have a wife, two sons and two daughters. How will you satisfy all of us?"

The friend thought, "4 ducks and 6 people how do I divide?" So he left the Zamindar's haveli with a heavy heart.

Next day he met the farmer. When the two friends met, the farmer asked his friend, "Hey did you meet the Zamindar?"

The friend replied, "Yes, but I did not get anything".

The farmer asked, "Why, what happened?"

The friend said, "The Zamindar told that I should satisfy him, his wife, his two sons and two daughters but I had only four ducks to offer".

On hearing this, the farmer said, "Okay, fine tomorrow I will go with you to the Zamindar".

Next day both of them went to the Zamindar's Haveli. On seeing the farmer Zamindar said, "I gave you two sacks of grain. Why have you come again?"

The farmer replied, "Sir, I have come because of my friend. He could not satisfy you, your wife, your two sons and two daughters with 4 ducks. So I have come for his help".

Zamindar said, "Okay, fine, help him".

The farmer said, "Sir, this first duck is for you and your wife, the second duck for your two sons, the third for your two daughters and this remaining duck is for the two of us".

The valedictory message was given by Dr. Amit Chakladar, Dean of JSB. Dr. Chakladar thanked all the dignitaries and gave a message to the new students that respect cannot be given or taken but has to be earned.

## Summer Internship experience

### Pantaloons

Summer Internship is an integral part of education imparted in any Business Institute. This training programme helps the students to gain practical experience in the corporate world, understand the business and management processes by personally getting involved in the organizational process. I started my SIP from 1<sup>st</sup> of May and it lasted till 30<sup>th</sup> of June. Before joining the organization I was nervous as well as excited to gain a different kind of experience for the first time in my academic career. Two months of Internship was a great experience for me as it not only gave me the exposure to the actual world but also helped me to learn how to deal with the changes that happens in the organization.

Sumu Saikia, PGDM 2<sup>nd</sup> year

### Dianzi Enterprise

In the month of June I completed my 2 months of Summer Internship Program at Dianzi Enterprises. Dianzi Enterprise is a venture of Denovaglosoft limited which imports E-Rickshaws from China and sells them in India. I got a chance to work in the sales department with direct one-to-one interaction with the customers. I had an excellent experience understanding the retail sector, analyzing the customer's mentality and product details of E-Rickshaw. I also conducted a survey on the business opportunities of E-Rickshaw in India and helped the company find new business markets.

Imran Ahmed, PGDM 2<sup>nd</sup> year

### Matrix

Matrix Cellular International Services Pvt. Ltd was established in 1995 by Mr. Gagan Duggal. Today it is one of the leading telecom solution providers for Indian travelers going abroad. The company also provides products like FOREX, Travel Insurance (TI) and Data Card. It was a great opportunity for me to do my Summer Internship Programme in Matrix Cellular and get some experience in the corporate world. I got a chance to do the closures for International Postpaid/Prepaid SIM Card case for high profile customers who were visiting a foreign country. I also learnt about customer satisfaction, dealing with customers, Matrix Tariff rates, Billing System and PORTAL System of Matrix.

Saurav Banerjee, PGDM 2<sup>nd</sup> year

# Campus

## Independence Day

Independence Day observed annually on 15th August, is a National Holiday in India commemorating the nation's independence from the British Empire on 15th of August 1947. India attained independence following an Independence Movement noted for largely nonviolent resistance and civil disobedience led by the Indian National Congress (INC). Independence coincided with the partition of India, in which the British Indian Empire was divided along religious lines into the Dominions of India and Pakistan; the partition was accompanied by violent riots and mass casualties, and the displacement of nearly 15 million people due to sectarian violence.

On 15th of August 1947, Jawaharlal Nehru, who had become the first Prime Minister of India that day, raised the Indian national flag above the Lahore Gate of the Red Fort in Delhi. On each subsequent Independence Day, the Prime Minister has raised the flag and given a speech.

Even at Jyotirmoy Knowledge Campus we celebrated our 68<sup>th</sup> Independence day. The National Flag was hoisted by Dr. Partha Sarathi Ganguli (Founder, Trustee and President JEWf – Jyotirmoy Education and Welfare Foundation). All the units of JKP- Jyotirmoy Public School, Jyotirmoy School of Education, Jyotirmoy School of Business and Jyotirmoy School of Law participated in the event. Students showed their respect to the national flag by singing patriotic songs, dancing, reciting poems and performing short skits depicting the struggle of Indian Independence.



## Teachers' Day

Teachers' Day is celebrated in most part of the world on various dates. In India, 5th of September, the birthday of our Ex-President Mr. Sarvapalli Radhakrishnan (1888-1975) is celebrated as Teachers' day. He was a philosopher and statesman, and was into teaching before entering the world of politics. He was the first Vice President (1952-62) and the second President (1962-67) of India.

Students across the country organize various programs on this day for their teachers. Sometimes students give gifts to their respected teachers or deliver speeches to show their respect and love for them and also, at times, arrange games for relaxation and entertainment of their teachers.

Similarly this year, we the students of JSB (2013-15 & 2014-16) arranged a splendid programme by inviting them with hand drawn cards and then thanked them for their enterprise through presentations and speeches. After that, we slowly moved on to the cake cutting ceremony which was followed by song and dance performances. But the most exciting thing we did was arranging some sweet and lovely games for them, which was of real fun for both the teachers and the students.

## Indian Inflation Rate

The inflation rate in India was recorded at 7.96% in July 2014. Inflation rate in India averaged 9.49% from 2012-14, reaching an all time high of 11.6% in November 2013 and record low of 7.31% in June 2014. Inflation rate in India is reported by the Ministry of Statistics of Programme Implementation (MOSPI), India. Historically, the wholesale price index (WPI) has been the main measure of inflation in India. However in 2013, the governor of RBI, Mr Raghuram Rajan had announced that the consumer price index is a better measure of inflation. In India, the most important category in the consumer price index is food, beverages and tobacco (49.7% of total weight). Fuel and light accounts for 9.5%, housing for 9.8%, transport and communication for 7.6%, medical care for 5.7%, clothing, bedding and footwear for 4.7% and education for 3.4%. Year-on-year food and beverage cost surged by 9.16% in

July from 7.9% in June. Among food prices the biggest increases were reported for fruits (+22.5%), vegetables (16.9%) and milk products (11.35%). Cost of clothing, bedding and footwear rose by 8.73% from 8.65% in June and price of fuel and light eased to 4.47% from 4.58%. The consumer price index increased by 8.45% in the rural areas and by 7.42% in the urban areas. Annual core inflation rate was 7.4% in July 2014, the same rate was also recorded in June 2014.



Priyanka Sharma,  
PGDM 1<sup>st</sup> year

## Israel-Palestine Conflict

The ongoing struggle between Israelis and Palestinians began in the mid-20th century. The conflict is wide-ranging and this conflict has formed the core part of the wider Arab-Israeli conflict. It has widely been referred to as the world's "most intractable conflict". Despite a long term peace process and the general reconciliation of Israel with Syria and Jordan, Israelis and Palestinians have failed to reach a final peace agreement. Many attempts have been made to broker a two-state solution, involving the creation of an independent Palestine state alongside the state of Israel. The majority of Palestinians and Israelis in the West Bank and Gaza Strip have expressed a preference for a two-state solution. The most prominent Islamist group, Hamas, views the Israeli-Palestinian conflict as a religious Jihad. From 1999-2003, 303 Palestinian suicide bombers attacked Israel. Over 1,947 rockets and mortars hit Israel in 2012. Israeli forces also launched attacks against the Palestinians around the globe. Palestinians have argued that the Israel Defence Forces, a large and modern armed force, poses a direct and pressing threat to the peace process of any future Palestinian state. One of the primary obstacles in resolving the conflict is a growing distrust between its participants. The border of Jerusalem is a particularly delicate issue, with each side asserting claims over this city. Jerusalem is the holiest site in the world for Judaism. And for Muslims, Jerusalem is the third holiest after Mecca and Medina where Mohammed allegedly tied his horse. Till 2011 a total of 7,474 Palestinians and 1704 Israelis were killed due to the conflict. Nearly 2500 of these people were minors.

Sattyaki Basu Ray Chowdhury  
PGDM 1<sup>st</sup> year

# Industrial visit



Jyotirmoy School of Business organized an industrial visit at the manufacturing unit of Mother Dairy at Dankuni in 16<sup>th</sup> of August 2014. A total number of 45 students accompanied by two faculties visited the factory. Mr. Ratnadeep Chowdhury, Admin head of Mother Dairy gave an introductory lecture on Mother Dairy and the process of procuring milk from the nearby villages. It was followed by a visit to different units of processing. The different steps in processing milk include clarification, centrifugation, standardization, homogenization, pasteurization, chilling, filling, packing and storage. In the clarification process, milk is spun at very high speed to remove all dust particles. Standardization helps to maintain uniformity by raising or lowering its fat and SNF percentage to a desired level. Homogenization improves palatability of milk, and finally, pasteurization kills all pathogenic bacteria present in the milk. The filling and packing is considered to be the most sensitive operation having appropriate access control. Zoning principles are applied in these areas to avoid any cross contamination in the finished product. The students saw 800m long pipelines by which the pure milk was transferred to production house of the factory where 68 pouches were being made per minute. It was informed that Mother Dairy produces 400 lakhs litres of milk every day. Further, in the product section students also saw the production of the raw material for yogurt and paneer.

After the factory visit the students were asked to gather at the reception hall for question and answer session. Many inquiries were made about the sales and distribution process, organizational structure, pricing strategy, revenue generation method, operation strategy, strategies for competitive advantages and the recruitment process at Mother Dairy. Their queries were efficiently answered by Mr Ratnadeep Chowdhury.

## Freshers' party for PGDM 2014-16 batch

On 12<sup>th</sup> of August 2014, Jyotirmoy School of Business hosted the freshers' party for its PGDM batch 2014-16. At first students of 1<sup>st</sup> year entered into the auditorium with a beautiful, amazing ramp walk and gave their introduction. After that the audience enjoyed some beautiful songs, few role plays and dance performances by the students of 1<sup>st</sup> year. The day ended with distribution of prizes to the contest winners and the tittle of Mr. and Miss Fresher. Mr Avishek Sinha won the dance contest. Miss Susmita Majhi was declared as "Miss Fresher" and Mr. Shyamaprasad Bhattacharjee was judged as "Mister Fresher".



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