



**CHRIST**  
**UNIVERSITY**  
BANGALORE, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956



# Christ Cameo

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**Christ University Institute of Management**

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“Leaders must be close enough to relate to others, but far enough ahead to motivate them.”

*John C. Maxwell*



“If you really want the key to success, start by doing the opposite of what everyone else is doing.”

*Brad Szollose*

# Do Lean and Innovation go hand in hand?

Business success needs Lean Management and Innovation to go together with co-operation and interchange. Yes, there is an impact of Lean Management on Innovation capability and we are here to explore these impacts. Sometimes lean alone can't increase the efficiency of an organization and can't reduce the waste of that system but if we use lean with innovation it will definitely give us the positive effect. For example-the Experts at Boston Consulting Group (BCG) say "*lean and innovation can surely complement each other*". Pixar an animation company is the best example which implements the lean practices and innovation.

Innovation with lean concept is best implemented in many pharmaceutical companies and in areas such as Research and Development and Product Development. Even innovation affects all the areas of Lean Culture, Lean Design, Lean Supply Chain Management (SCM) and Lean Human Resource Management (HRM). We can simply say that there is a cyclic process in which lean, innovation and quality are the major components. Innovation helps to enhance the quality, lean aims at elimination of waste and increase the efficiency level, enterprise sales, global distribution, sustainability and customer engagement. For example Apple, Google, Toyota and IDEO are the No. 1 in their respective fields as a true strategic differentiator by using innovation in their technology.

Innovation in Lean is not simple to manage and nor it is easy to implement. It includes how the process should be, who innovates, where we innovate, why innovate and what results we achieve. Innovation in the processes of SIDBI Bank and NABARD nationally is a great success. Basically Lean thinking is the focus on value and the elimination of waste. For example, many manufacturing companies located in Germany are using this technique to reduce the waste or muda (the Japanese term for waste) in product development.

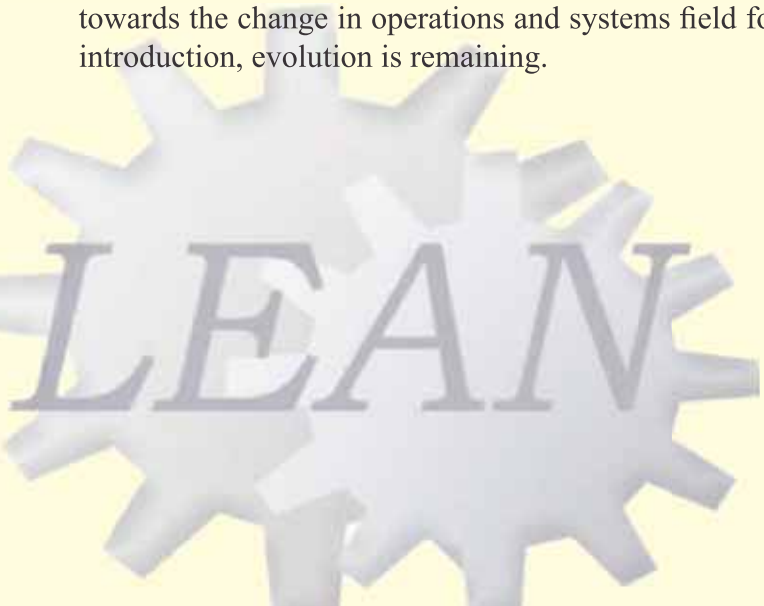
The Lean Innovation contains 5 steps and principles for systematic management approach as

- Understand and identify CUSTOMER VALUE
- Identify VALUE CREATION PROCESS
- Assembly FLOW
- Build to order or implementation of PULL SYSTEM
- PERFECTION, TRUST and QUALITY is necessity after all 4 steps.

"Change" is important with respect to TT (Time and Technology). For example- Twitter Logo is changed recently and "Jugaad" word is introduced in the dictionary. So Lean Innovation is a positive step towards the change in operations and systems field for greater efficiency and high bottom line. This is just a introduction, evolution is remaining.



Prashant Gupta  
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# A Whiff of the MBA life

*“Where are you writing yours? Mine is in Acharya College, mine is at BMS College, and mine is at CMS Jain College” ...*

## **So it begins**

An ocean of students, where only a few aspire to be successful MBA graduates, the other few are just writing it because their parents asked them to or they don't know where to work and are banking on the fact that whichever option works out best would be the one they select. This rat-race for admission to MBA colleges in this bustling city of Bengaluru is a sight to see. Once the admission test results are out, those who barely expect to pass get 90% and above not knowing that during these exams the percentage is calculated on the total percentile. Even if you answer a bare minimum of 50 to 60 questions out of 200 and out of which most are right, you are easily capable of scoring a 90 or 95% in your MAT.

Now the 1st phase is completed, you get your marks and you are happy about it. You realize that since you did fairly well in this you are ruling out the option to work for a year, though most people suggest that a year's work experience would add value to your MBA while you learn it. But you stand strong on your decision now that you've passed the first phase and so you continue on to the second.

## **The scurry for colleges**

In Bangalore, colleges like IIMB, XIMB, Christ, Alliance, St. Josephs, CMS Jain and a few more are the most recommended colleges for a good MBA course. However, IIM-B admission requires “high” CAT scores, which is out of the league for most students. At the same time of your efforts to get into one of the recommended colleges, you get text messages stating you have been selected for the 1st round of MBA interview at Madhuri College of Business or Maharani College of Business. Amidst all this, you also get a surprising message from IIPM saying that you have already passed all the rounds of the interview and you are only required to pay the fees to get started with the winter batch. A few unlucky ones who fall victim to these marketing tactics, followed by various colleges, apply there after hearing and seeing their description about the college (e.g.: FREE LAPTOP and 2 INTERNATIONAL TRIPS!!!) not realizing that the fees the pay is inclusive of all these perks.

Once the selection process starts, you are amazed at all the people you meet at these interviews. People from different parts of India also come down here for their MBA admissions along with their family, as their only son or daughter is leaving home for the next 2 years. Then you run into church friends, school friends, seniors from school/college and an unending number of relatives and distant relatives. While sitting for the different rounds of interview, you make conversation with the other candidates mainly to understand your chances of getting selected. After asking a few general questions you reach the MARKS! So now you rate yourself from the rest of the crowd and evaluate your chances of getting selected. This covert evaluation sometimes even boosts your confidence. After the entire selection process you reach the most awaited part of the race....whether you got in or not. The unlucky few who haven't got in, start interviews with companies to go back to the option of working for a year or two and then trying for an MBA later; whereas the few who have got in start calling their friends who had applied along with them to see if they got in or not.

## **Orientation & the first day at Christ University Institute of Management**

This is a day when a lot of people meet and make new friends. You would run into the people who were with you for the interviews and since they are the only few you know now, you would sit with them through the orientation.

We all enter the auditorium, eagerly looking around for familiar faces and at the same time amazed at the size and grandeur of the auditorium, also noting the security men who are patrolling the walkways and

confiscating mobile phones if students are seen using them on campus. One thing to be noted about Christ University Institute of Management is that the college is very particular with its rules and which is probably why it is one of the prestigious colleges today. We then get divided into our sections and head to the MBA block for our 1st class together. Once we are in class you would notice and analyze the different people who are going to be with you for the next 2 years. You find the regular South Indian gang on one side of the class consisting of Tamilians, Telgites, Kannadigas or Malayalees and the other side comprising of mainly North Indians. This is a point to be noted by all readers - We south Indians consider everyone above Andhra as North Indians, you may be from the east or west but since you are above Andhra you become a North Indian by default in our view.

### **Officially a Christite.**

The first week is extremely exciting! Out-bound programs, team games, seminars etc. and you think to yourself, “Wow I had no clue MBA was going to be this much of fun!” Second week starts and you realize that the 1st week of fun was all the fun that you are going to get in that semester because you get your timetable, assignment list, and schedule for the semester, exam timetable, subject course material and the rules and regulations that you are to abide by when you are on campus. (Phew... a lot to take in for a newbie!)



Classes start and you would find that there are teachers whose teaching you can follow easily and there are those who are in a different dimension. Each teacher then explains the importance of attendance and how it is recorded in college and also an idea about CIA's (Continuous Internal Assessment).

In time you have your group of friends and are making new friends from other classes. I think it is a privilege to live in the hostel as you get to know people from all sections and you are able network much better than those who live anywhere else.

Once the 1st set of midterm exams are done, you get a rough idea of where you stand in the class. Those who do not have work experience would then realize the difference between them and the others who have worked, as it is reflected in their marks and their focused attitudes. College at the same time has a mission - all students are to grow equally and together - hence the concept of group studies where 2 or 3 engineering students are put with 2 commerce students to help each other in understanding different subjects. The few people who have implemented this can be recognized as it reflects in their marks.

With the second semester done, and half way through the third, my journey so far at Christ University Institute of Management has been a wonderful experience. The numerous cultures that thrive in this college are commendable. Every week the college organizes activities to keep the students active and aware. Christ College is also well known for its outstanding and amazingly talented students! Not to forget, if you are on a semester break, you should visit the bus stands and railway stations. All trains and buses from Bangalore to Kerala and Delhi are jam packed with our students.

I look forward to the coming year, as we slowly prepare ourselves to be the new seniors of the MBA stream and welcome the new juniors.



Reuben Varghese Kurien  
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Sec G

# Faculty Interview

*Kshetragna C. N*

**Professor**

**Head of Marketing department**

**Christ University Institute of Management**



## **1.Can you please tell us about your experience in the industry as well as academia?**

I was with Kotak for 6 years as Associate Vice-President. Majorly in sales & marketing dealing with customer acquisition in financial services industry. Then, I moved to HDFC Bank, where I was the Regional Head (South). My portfolio included auto loans, personal loans, loan against securities etc. The challenges were many in terms of taking on competition, dealing with customers & business partners. It is all about the drive in you to fight battles in the market place.

I got into teaching 9 years ago. I teach branding, consumer behaviour and CRM. It's been a good experience. The best part of teaching is that we keep getting older; but the younger generation that comes into the program is always young. The challenge is in bridging that gap.

## **2.What is your view on publishing of magazines/newsletters by the various departments in college?**

It is the best way to connect the past and the future into present. It is contemporary. It will help the students to connect with the issues that take place in the business world. The most important aspect about the magazines is the target audience. There can be internal consumption which is by the students as well as external consumption which includes the corporates. Ultimately, it is all about creating a brand in external space. This is one powerful tool for branding. Besides, this will serve as a mouth piece which tells the world what we are and what we do.

## **3.Marketers should be assertive. This is what students are taught in the classrooms. But, don't you think marketers, especially sales people should be aggressive than assertive?**

The difference between marketing and sales has narrowed down in the minds of the people and they use these terms interchangeably. These are verticals by itself. Sales, advertising, market research, branding, PR are all a part of marketing. To be successful, should have specific personality traits. For example copy writing in advertising requires more creativity whereas a client service executive needs to be more assertive, aggressive and persuasive. The roles that you get into in marketing defines what you need to be.

Yes, in sales, you need to be aggressive. But, I would like to redefine aggressiveness as being internally aggressive to close the deal but externally its all about soft touches & ego massages to build and maintain great customer relationships.

## **4.There is a myth that people, who are excellent in communication skills, are good at marketing. What is your take on that?**

It is both true and false. True in the sense that what we require in marketing is interacting with people in a positive way, networking skills and building long term relationships. For all this, we require good communication skills.

But these days, even in BPO/KPO, they require people with good communication skills. Not only marketing, finance, HR, many other areas requires this skill. Communication defines ones personality. Marketing gives more emphasis on communication, simply because we deal with more people.

## **5.Does B- school education really make a good manager?**

I am not too sure, if they make good managers. But, the end result of a B-school education should be good leaders. Managers can come and go. At the end of the day, what businesses need are leaders, leaders who can transform and motivate the teams.

**6. Don't you think B-schools are now becoming more of a job/ placement generating machine rather than moulding good managers?**

No, I would not put the blame on B-schools. I would put the blame on students who join B-schools with that mindset. When we look at IISc or IITs students join there to get knowledge. It's only in the B-schools that students are coming in with this mindset. I think the change should begin with the students, they should understand that they have come here to get knowledge and gain other skills. Placements is incidental.

**7. What according to you are the essential qualities of a good manager?**

It depends on the job you get into. When it comes to marketing especially sales, you need to be a good team player and should be able to put the organizations interests ahead of personal interests. Besides, he needs to have the tenacity and the grit to take on challenges.

**8. Do you think that the present Indian MBA education system should be modified?**

It depends on the kind of B- schools we are talking of. There are B- schools that churn out employable people. There are other B-schools which keep raising the bar in the sense that they create leaders and managers who can take up future challenges. The entire B-school focus is to be structured keeping the end users ie the corporates in mind. Because corporate are the final adjudicators. The pedagogy, class room teaching, examinations and everything else should converge to corporate needs.

**9. With the booming number of MBA aspirants, has MBA become a commodity that ensures a good ROI?**

Either we call it a commodity, a brand, niche or whatever, the challenge is something bigger. It's all about the difference the student creates in himself in terms of knowledge and personality. ROI would automatically follow.

**10. What makes teaching life interesting?**

Teaching is more introspective, more conscious driven and being more accountable to yourself. It's about every class, the way I have delivered a class gives immense satisfaction. Helps me to further introspect and if the class has not gone well makes me to improve on it.

**11. When you look back, what has been the proudest moment of your life as a teacher?**

When you know that some of your students are little weak on few aspects, spot them early on and go back and tell them that there are certain rough edges that you need to work on. When these students put in a lot of effort and when they are the ones who get jobs first, those moments are the sweetest.

Then there are times when the passed out students call you after many years and tell about the little difference that you have made in their lives. It becomes complete.

**12. Who/what has been your inspiration?**

People across domains inspire me. Mother Teresa inspires me for being so human, for going out to the lowliest of people and touching their lives in whatever way possible. Martin Luther King inspires me just for his power of communication.. On any day, Sachin Tendulkar inspires me with his passion for success and being such a good human being. People from any occupation who respect others, who are considerate and who can close out & finish things are my role models.

**13. If there is an advice that you would like to pass on from your experience, what is it?**

Just live in the present. Be aware & conscious of what is happening around you. Stop worrying and start living.

Interviewed by Remya Balakrishnan  
3 MBA K

# Corporate Interview

**Madhusudhan Rao**



**SSE(Senior Systems Engineer)**

Madhusudhan Rao from Infosys Technologies Limited has 4 years of experience primarily in banking / Financial service industry. He is well versed in developing large-scale enterprise applications involving Data migration, cleansing, transformation and loading using tools like Ab Initio ETL tool.

Mr. Madhusudhan holds a B.E degree in Computer Science from VTU, Karnataka, India. He is currently pursuing his MBA in Engineering Management from Coventry University, UK. Mr. Madhusudhan is core team member for all these Samarpan (CSR) activities taking place.

**1. Having worked in a service and banking sector can you tell us about the key skills essential for a manager?**

Articulation skills, oratory skills, behavioural and professional skills are the key skill-sets of a manager. He must actually know about the whereabouts of the team. Getting along well with the team is vital for the manager. A manager is also responsible for keeping up the team-spirit and motivating the team.

**2. We all know that Mysore has one of the largest training centers in Asia. What do you think about the return on investment of training in Infosys?**

In Infosys people are recruited from various non computer-science backgrounds. People are from mechanical, civil and also from various streams like bio-technology. People are trained in such a way that they can work in any project and in any specialisation like mainframes, Java or .NET . So the return of investment in training is really positive and encouraging.

**3. What are the various activities for engaging employees in Infosys?**

We have various health clubs in Infosys. There are also various clubs like Soliloquists, The INK, The Wordsmith club and the Bookworms' clubs. We believe that employees must follow their hobbies. These are great relaxation for employees of Infosys amidst day-to-day pressure to meet deadlines.

**4. Infy has the greatest bench strength. Does it affect the organisation in any manner?**

Not at all. When there are great business opportunities available, bench strength can never affect an organisation like Infosys. All MNCs actually maintain around 30 % bench strength on an average. When clients approach us bench strength ensures that trained employees are always available to take up any project.

**5. Can you tell us something about the CSR activities in Infosys?**

Infosys Samarpan is the Bangalore CSR team. We have various activities to help the underprivileged people of the society. Infosys employees contributed around 40 lakhs for the Notebook drive, an initiative of Samarpan. In the 'Joy Of Giving Week' Infy employees have an opportunity to bring a smile on the face of underprivileged children by making their wish come true.

**6. Apart from the CSR activities undertaken by the organisation do any NGOS visit the campus?**

Very few registered NGOS visit the campus. Samarpan, the CSR team of Infy ensures that we visit schools that are deprived of basic facilities and ensure that these facilities are available to the under-privileged school-children.

-Interviewed by Madhumitha  
Jr. Sec M

# A Study on Crew Management System – Indian Railways

## Introduction

Indian Railways, the world's largest network consists of more than 100,000 Train Drivers/Assistant Drivers/Guards, which forms the basic functioning team responsible for Train Operations; you can see how vigorous the job profile is, from this very fact. They developed a system called the Crew Management System (CMS), it is a unique system in which accuracy and monitoring is automatically maintained. The software system was rolled out in December 2007 and is already installed at about 2200 data entry nodes at over 290 crew booking points. It mainly focuses on how the Indian railways was able to deal with various combinations of running staff in different categories.

## Working Model

It makes use of this software through which, sign on/sign off of crew members has become extremely easy. At the lobby, they are provided with Kiosks, where they use their thumb impression to sign on/sign off. This has removed the need of their signing in registers or remembering passwords. Now breath-analyser capabilities are also being added to Kiosks and it is very important from the aspect of safe running of the trains. Here in, the crew would blow into the device, and if there are any traces of alcohol content found, a thorough check is done. Good security design is achieved by bringing the requisite security features together at the correct time.

It provides the personal details of the crew, apart from that it also displays various other details which are as follows:

- The train number, service type, traction, route, loco number and the loco type in his current schedule.
- Minimum number of rest hours needed before he takes on the next shift.
- No. of kilometres he drove, based on which he would get incentives in his salary.
- The total number of working hours.

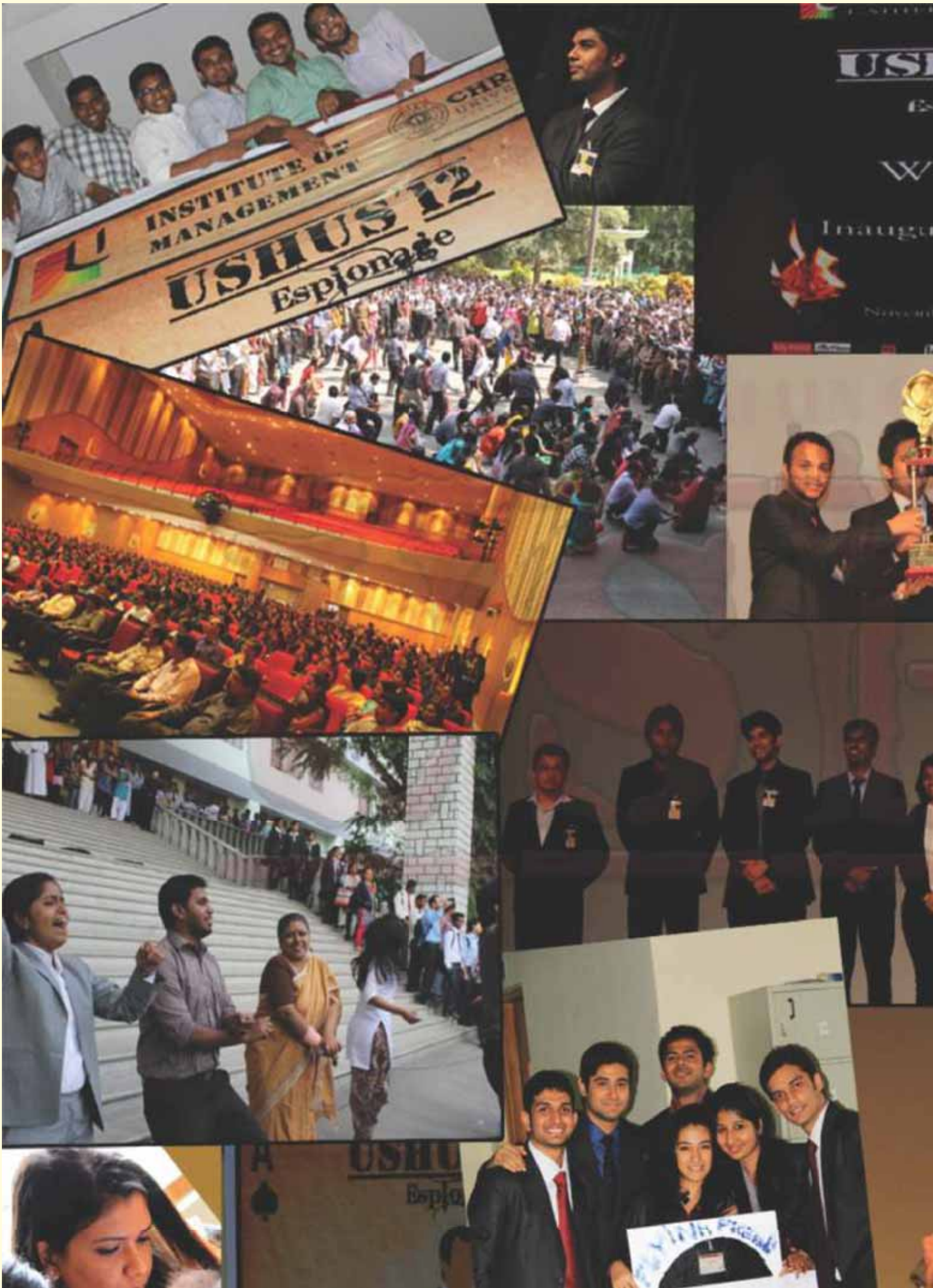
So far, we have seen the implementation aspect of the CMS, and now looking at the booking of the crew, before the crew is booked officially, he needs to accept that he is willing to take the job on that particular day. This actually can be done manually or it can also be done through SMS. The staff is able to book the crew online but it has to receive an acknowledgement from the other side or else the software posts an error and the crew will not be booked, hence this process is normally done manually in many railway stations.

## Recommendation and conclusion

The crew management system has maintained a unique identification for the employees, but they are using the same password for all the crew members, which I feel would be a threat, as the information and the attendance can be manipulated easily and also they should make use of the IP address locator to track the information. Apart from that, the CMS software has increased the security and authentication as it eliminates the possibility of proxy reporting. It is very user-friendly and easily adaptable by the crew, furthermore it has a database covering over one lakh crew members.



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THE MANAGEMENT  
**AUGUST '12**  
Championship  
Welcome  
to the  
Annual ceremony  
10, 11, 12, 13, 2012



# 361 Degree

361 degree marketing works as a Chief Marketing Officer (CMO) for your organization. Giving your Startup/ SME a much needed dose of online/physical marketing, thus providing more time for you to concentrate on core activity of your business.

## **Mission**

To create a niche by providing complete marketing solutions

## **Description**

Now there is no need for a business to have a separate marketing department when all their marketing needs can be fulfilled by us at really attractive prices. We provide complete marketing marketing solutions with custom made packages specially designed keeping specific customer needs. A team well managed by professionals from leading B- Schools in India along with technical experts from leading MNC's.



**Q1) Give us a little background on you and your work pre-361 degree. How did you get to where you are now?**

I have great passion for sports especially cricket which I've represented at the state level, later went on to help my grandfather for 3 years with his business during my graduation. After completion of my graduation I joined Christ University Institute of Management and then "Pioneer" happened. Pioneer helped us start up a business and also interact with a lot of start ups. I'm an individual who is ready to take up new challenges and the diverse backgrounds that I have been in, has helped me grow stronger.

I'm from Punjab and I've worked as a financial analyst and a support coordinator for 16 months at HP. I aspired to get a MBA degree and I eventually decided to join Christ University Institute of Management. Pioneer happened and it proved to be a great opportunity. My love for entrepreneurship grew drastically and as I wished to do business on my own, Pioneer helped 361 come to existence.

**Q2) Have you found that your interests as an entrepreneur have changed over time or has it been your dream always?**

I've always dreamt about starting my own firm since my childhood. I believe that leadership has a great role to play if a person wishes to be an entrepreneur or be part of a bigger organization. An individual needs to take up challenges and that is my mantra. Entrepreneurship is in my blood, I believe in learning to stand on my own and working for myself seems to me as the best option.

**Q3) what kind of role does age play in your success considering you are still pursuing your masters?**

Age has nothing to do with success. It is totally based on the enthusiasm that one has and the support that he/she gets that drives them. Delivering results is of high importance at all levels.

**Q4) What is the biggest challenge that you have faced as an entrepreneur?**

The biggest challenge as an entrepreneur is to convince ourselves to start a business firm on our own. Believing in ourselves would help us face most challenges and hurdles.

**Q5) Are you currently involved in any other business ventures?**

At present, we (the team) are helping out with our respective family businesses and we are not involved in any other venture.



**Q6) What is your take on partnership? (As a team)**

We have very good rapport and we share our experience and knowledge. Conflicts do happen but our team of three is a good blend. You need a diverse team to see all aspects of a problem and then take decisions accordingly.

**Q7) Would you encourage aspiring entrepreneurs to form partnerships?**

I believe it is for the best that a person joins hands with another to start a firm as it will result in collaboration and give the firm more skillset and knowledge at its disposal. A good business idea will definitely have support and this support motivates and instils a certain kind of confidence to achieve the business goals.

**Q8) Since 361 degree is obviously an established company. What advice do you have for aspiring entrepreneurs who want to have the success you have had?**

It is quite early to call ourselves successful, but there are two things that we should always keep in our minds, i.e. to not be afraid to share ideas and the unquestionable zeal to pursue our business dreams.

~~~~~X~~~~~

# GRASS

The Blade of Grass as I perceive ;  
Lawns , Yards and patches depict an incredible Lean ,  
Panting for the sun in spring ,  
Injecting Life in the Wind.

Perplexing , Doing Nothing ! ,  
Merely a carpet alive ,  
The same withstood me as a child ,  
Many endeavours to trample have gone in vain ,  
And it's the same which borne all pain.

An early morning saw a pearl at its edge,  
Instilling in me an aura to forgive ,  
Saying to me “ See the sparkle in me ,  
And the energy which lies within ,  
The energy to leave iniquity herein ,  
For I am God's Creation as you sing”



Henry Philip  
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3MBA I

# Stars of CUIM

The External Fest Committee at Christ University Institute of Management(CUIM),City Campus has been successful over the past 8 months bringing laurels to the institute. The following are the winners whose contribution helped CUIM, City Campus win the overall trophy at various institution.

## **TRISHNA 2013 - ICAI Business School(IFS), Hyderabad**

Expezia (Business Communication Event) - 1st prize  
*Saharsh Bhushan & Rutvik Umakant Patel (Sec M)*

Gaon Ka Ghalib (Marketing Event) - 1st Prize  
*Saharsh Bhushan, Teenu Susan George & Rutvik Umakant Patel (Sec M)*

Stratomania (Strategic Management Event) - 1st Prize  
*Alfie Manuel (Section N) & Debismita Khaund (Sec J)*

Tactica (Tactical Games) - 1st Prize  
*Nivin Mathew & Manish Nair (Sec L)*

## **ICE 2013 - Department of Management Studies, Kannur University**

Finance(1ST PRIZE)  
*Abhinav S (Sec N) & Reenu C Baby (Sec L)*

HR(1ST PRIZE)  
*Kevin Derrick Thomas, Taniya Thomas, Valona Mascarenhas & Hemanth R. (Sec I)*

## **Vista 2012 - School of Management studies, Calicut**

Presto(Systems) – 1ST PLACE  
*Dheeraj Prabhu & Sandesh R. Kasi (Sr. LOS)*

Presto(Systems) – 2ND PLACE  
*Prasanna Kumar (Sec V) & Anudeep P (Sec J)*

Novelty (Marketing) – 1ST PLACE  
*Jithesh Gera (Sec M), Lijo Titus (Sec M), Rajeev Ahuja (Sec J) & Sebastian Panackathottam (Sec J)*

Trouble Shoot (HR) – 2ND PLACE  
*Divya Pichumani (Sr HR), Melanie Varghese (Sec M), Alphy Maria (Sec M) & Amritha (Sec M)*

## **SHRESHTA 2013 - SDM College of Business Management, Mangalore**

MATSYAVADIVU - Business Quiz - 1st Place  
*Chetan B S & Avinash Bharadwaj K*

VARAHAVADIVU - Crisis Management - 2nd Place  
*Archana Ratnam J (Sec J) & Saravanan S (Sec I)*

# Stars of CUIM

## Perception 2012 - MS Ramaiah Institute of Management

Best Manager (Sarvottam) – 1ST PLACE

*Nisha Ann Reginald (Sr. Marketing)*

Operations Event (Sanchalan) - 1ST PLACE

*Kartik R (Sr.LOS) & Snehal Jeloka (Sr.LOS)*

Finance Event (Vittashastra) – 1ST PLACE

*Pankaj Sharma (Sr. Finance) & Aditya Bajaj (Sr. Finance)*

HR Event (Vivinaya) - 1ST PLACE

*Rahul Sharma (Sr.HR) & Gargi Mahapatra (Sr.HR)*

Marketing Event (Vipanikriya) - 1ST PLACE

*Sujoy Debnath (Sec L) & Saravanan R (Sec N)*

Business Quiz (Prachhana) – 3RD PLACE

*Harish Kousha (Sec N) & Lentson Amos (Sec N)*



## Naissance 2013 - SDMIMD, Mysore

Eternal Paladins - (Human Resources) - 2nd Place

*Ashwini Saraswati (Sec I) & Shyam Sundar K (Sec I)*

Marketing Event - 1st Place

*Souvik (Sec L) & Siddharth (Sec L)*

Operations Event - 2nd Place

*Rohit Barjatya (Sec N) & Akshay Surve (Sec N)*

## SPARK 2013 - Jyoti Niwas College(Autonomous),Bangalore

Cambysis II - Marketing - 1st PLACE

*Aasheesh Goud (Sec V) & Chinmai K.P (Sec M)*

Cyrus the Great - Best Manager - 1st PLACE

*Pranjal Nolakha (Sr Sec L)*

Shapur I - Ad Making - 2nd PLACE

*Chakka Anil Chenna (Sec N) & Mehak Arora (Sec I)*

Artemisia - HR - 2nd PLACE

*Apurva Agarwal (1221248) (Sec K) & Arun Davis (1221303) (Sec L)*



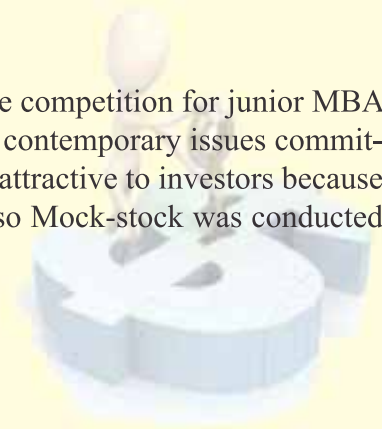
# Finance

## Corporate Interface

The finance committee of Christ University Institute of Management conducted two corporate interfaces. *Mr Ganesh Devrajan*, the deputy vice-president of HDFC BANK, handles south Bangalore cluster branches, having a total banking experience of around 15 years. He highlighted the various reforms taken by the government and its impact on the banking sector. *Mr C. Subramaniam*, COO, Bangalore Stock Exchange was invited for the certificate distribution ceremony for commending the work and contribution done by seniors in the club activities. Various clubs including the contemporary issues club, placement committee, team Chaanakya, economic numbers club etc. were honoured for their valuable contributions, after which the students were enlightened on various opportunities in the stock exchange.

## The Finance Club Activity

The finance club, as a part of its weekly activities organized a class-wise competition for junior MBA finance students on 11th January, 2013. The competition was conducted by the contemporary issues committee to elicit views from the students on “Emerging markets are becoming more attractive to investors because of the European crisis.” The winners of this event were section N students. Also Mock-stock was conducted in two rounds involving a team of 3 from each mentor group.



# Lean Operations & Systems

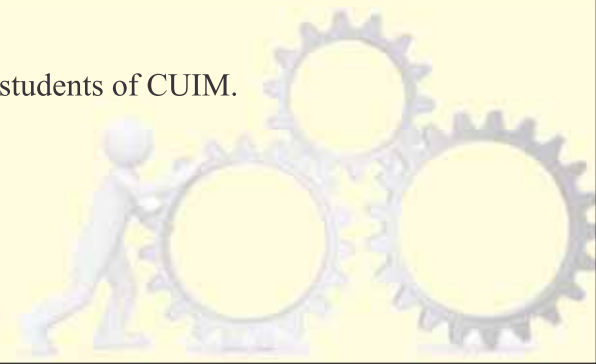
The OASYS (Lean Operations and Systems) 2012-2014 club of CUIM is responsible for ensuring that LOS stream students are provided a platform so that they are on par with industry standards and adopt good business practises. As of date these are the activities that the club has conducted. The club also publishes a monthly newsletter named “Six Sigma” to make students of the LOS stream cognizant of the latest trends in the realm of operations and systems.

## Corporate Interfaces

The corporate interface by *Prof Marcus Fernandes* threw light on the various Latest Development in Operations. The session by *Mr Nagendra* enlightened the students on From Assumption to Awareness .The interface by *Mr H. S Anand* enlightened the students on recent trends in Financial Management. The interface by *Prof Thomas Gonsalves* enlightened the students on upcoming trends in Steel Industry Working.

## Workshops

SAP sessions were handled by Bosch Representatives for the students of CUIM.  
Six Sigma Green belt certification was conducted by KPMG.



# Human Resource

The Human Resources club of CUIM held numerous corporate interfaces and workshops helping the future students from the HR stream to understand and appreciate the various industry best practices across the globe.

## **NHRD Meet**

The NHRD Meeting ensured that the students from various colleges come together with the help and the guidance of industry mentors to have monthly connects. This initiative was to learn and acquire deep insights in the subject matter through industry experts and thus develop and enhance skills. *Mr Amaan*, who had consultancy and industry experience for more than a decade was the speaker and he threw light upon the importance of 'Emotional Intelligence' in the work-place through interesting and innovative team-building activities. This event was organised by *Prof Aparna Sethi* and *Prof Vinayak*.

## **Corporate Interfaces**

*Dr M.S.Balaji* who was a Division Head of Siemens Technologies Limited, threw light on the various HR functions, Recruitment Process and Key Activities of a HR in the corporate world.

*Ms Bhavna*, who had corporate experience from top-notch organisations like Wipro and Infosys threw light on the fact as to how HR was strategically connected to the business.

*Mr Abhijit Bhaduri*, Chief Learning Officer from WIPRO and had corporate experience from world leaders like Microsoft, PepsiCo, Colgate and Tata Steel, spoke on 'Don't Hire the Best'-Recruitment Strategies.

## **HR Conclave**

A one day workshop on HR Metrics was conducted for HR students. Various eminent speakers like *Dr Pallab Bhandyopadhyay*, Director of HR of Citrix Ltd, *Mr Praveen Kamath*, GM and Global Head of Wipro Ltd, *Dr Vivekanand*, Professor of OB and HRM of IBS, Bangalore, *Mr Rahul Bose*, Sr. VP of GenPact and *Mr Srikanth Vachaspati* Sr VP - HR, IBM threw light about the importance of quantifying HR related practices and processes.

# Marketing

## **Corporate Interfaces**

A corporate interface with *Mr. Somsundaram* from Biozeen was the first event in this trimester. Another corporate interface where *Mr. Premdeep Gangadharan* from ESPN who is a veteran in the field of advertising had come and he talked about Advertising and Sports, Tourism. The students also got a chance to participate in a community meet organized by the *Web Marketing Academy* discussing topics such as multi-channel funnel, search funnel of adwords etc.

## **Events**

In the Remarketing event where the students were taught how online marketing can add value to business. The value add marketing programs such as SPSS and Advanced Excel, Sales Training Program by *Mr. Kasturi* from Xerox and Prowess Training were arranged for the students.

# Events at CUIM

## USHUS

The long awaited 'Management Fest' of CUIM started vibrantly with participants from top-notch Management colleges all around India. Brain tickling management games, energy filled cultural performances and surprise filled treasure hunt events had the participants energy packed for both the days. All the Management departments had department specific games and activities. The day started with elegant cultural performances that made the audience sit glued to their seats. *Christ Cameo* proudly celebrated 'The Silver Jubilee Issue Release' during the inaugural ceremony of Ushus.



## STREET PLAY

'*Trishna-Fight For Justice*'-the street play for the Blossoms event threw light upon the social evils against women prevailing in the society. A play was enacted to portray the various kinds of ill-treatment faced by the women in India. The play ended with a positive note with a candle-light march by the artists symbolising that the society in the future would support traumatised women in all ways possible and be a safer place for the women of India.



## CANTATA

The sports fest of CUIM held in Kengeri Campus had numerous competitions like 100 metre running races, relays, long-jumps and short-puts that quenched the athletic taste of Christites. Musical chair conducted for the faculty was indeed a ice-breaker. 'Tug Of War', 'The Dog And The Bone', 'The Jingle' and 'The Mascot' for each section were great team-building activities kindling the spirit of sportsmanship amongst the Christites. The sport fest ended with price distribution and an energetic DJ strengthening the bond between Christites from Main Campus and Kengeri.



## CHRIZELLENZE

The Management Fest of Kengeri was filled with fun and frolic with department specific games and activities on the first day. Stalls with innovative games like 'Aim And Shoot', 'Ring Your Target' were set up on the second day. Innovative 'Photoshop' competition encouraging maximum number of likes in facebook were indeed a measure of the networking skills of Christites. The cultural events included dance performances that had powerful messages about liberation of women in the society. The Food stalls were a great blessing to the taste-buds of Christites. Ghadially sir gave away the prizes to all the winners of the day and the big event ended with a energetic DJ.



## DRISHTI

The students of CUIM had a vision for the year 2020 on various upcoming trends right from the effect of social media in branding till the environmental issues faced by the youth today. There were umbrella groups each having 6 related topics. The perception for the year 2020 was a genuine effort by the students to coalesce innovation with practical feasibility that kept the audience spell bound.



# Events at CUIM

*ALTIUS 2012*



It was the most awaited management sports fest of CUIM. It has a history of representing high spirit which each one of us already has to reach the zenith.

The various events that were organized Street Football (Boys), Throw ball (Girls), Basket Ball (Boys), Basket Ball (Girls), Cricket (Boys).

The football finals were won by the City Campus whereas the Cricket tournament was won by the Kengeri Campus. Faculty Co-ordinators Prof Reena Raj and Prof Ram Mohan ensured that the events were organized with fairness and sportsmanship.

The prize distribution of ALTIUS 2012 was completed during CANTATA, and it was across both campuses.

## ***BLOSSOMS***

The inter-deanery fest of Christ University. It is a cultural fest with events such as art, literary, singing, theatre and also dancing. The entire University is in a festive mood with posters and wondrous designs glorifying each department's contribution for the promotion of the Fest. The award ceremony for it was on 5th of February, 2013 (for CUIM). It ended with a 2 day In-Bloom festival of dance extravaganza where all the deaneries battled it out on the stage, against one another to prove their dominance. In the overall ranking CUIM came 2nd among the 7 deaneries in the events of Blossoms.



## ***KARMA***

The CSR Club of CUIM organised and efficiently carried out many events like waste segregation awareness activity, poster-making competition on Violence and Cruelty against women in society, article writing competition on "Marginalized Communities", signature voting campaign through a street play, and Corporate Interface headed by CSR Representative Mr. Madhusudhan Rao. In all they have succeeded in creating awareness among the students of CUIM.



## ***BOOK LAUNCH***

CUIM co-hosted along with Prof Raja Sekharan, the event for launch of his maiden book - "How to get rich and retire early". Prof Raja Sekharan is an adjunct faculty of CUIM and Coordinator of CEDAR - Centre for Entrepreneurship and Research of CUIM. In fact, Prof Raja Sekharan acknowledges that this book has come out from the sessions that he has had in CUIM.

The book launch date was - January 11, 2013 at the Main Auditorium of Christ University.

The Chief Guest was - Rev Fr Thomas C Mathew - Vice chancellor, Christ University.

The guest speakers were eminent corporate personalities who were classmates of Prof Raja Sekharan.

Mr Amar Babu - MD Lenovo, India,

Mr Milind Chalisgaonkar - Advisor (India) to AXA group and

Mr Vasanth Kumar -Executive Director Max Retail (India)

# JUNK YARD

Logo Search...!!



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## Cameo Team 2011-12

Prof. Ghadially Zoher  
Prof. Venkatesha Bhagavath

Madhumitha P  
Mithil Kumar  
Mujahid Reza  
Namitha K N  
Remya Balakrishnan  
Varun Sridhar

1. Land Rover
2. DELL
3. Royal Bank of Scotland
4. Porsche
5. Pizza Hut
6. Federal Express
7. Cable News Network

Solutions for junk yard:  
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