



Week 3 ,April 2008



The Finalists

## Debate

The *BIM-B Marketing Club* organized the *Brand Wagon Debate Championship* for the students Batch 4 and 5 . The preliminary rounds took place on the 30th of March and the Semi-finals and Final were held on the 3rd of April. The judges included *Mr. Syriac Joswin* of *Mindtree Consultants* and our alumni from Batch 3 *Mr. Amit K* of *Citizen Watches (India) Pvt. Ltd.* The teams of *Mr. Ananthnarayanan and Mr. Vishnu Menon* and *Ms. Malathy M and Mr. Tharun Chiramel* qualified for the finals. The topic for the Final was:

### **Is India ready for global takeovers?**

After a close fought battle the team of *Ms. Malathy M and Mr. Tharun Chiramel* triumphed. The *PRCOM* congratulates the winners and all the other participants. It also congratulates the *Marketing Club* for conducting the event.

## Workshops!

*Mrs. Payal Shah, Organizational Psychologist and Director Inicio India,* conducted a combined workshop for the students of Batch 4 and 5 on *Work life Integration*. There was a high degree of interaction as students came up with examples from their own experiences to emphasize on the importance of balancing work with life. The workshop concentrated on *psycho-social hazards faced* by employees:

- Stress
- Bullying
- Harassment

The focus of the discussion was on “*How these hazards affect employees?*” and “*How to tackle them?*”

To keep the workshop lively Mrs. Payal had periodic exercises. These were:

- Jotting down Life Goals
- Drawing the Wheel of Life
- Evaluating the Commitment to Change

At the end of the workshop the students of both the batches walked away with a better understanding of the benefits of working in a stress free environment.

*Mr. Shyam Krishnamurthy, MD, 360inn.com,* conducted a 2-day workshop for Batch 4 students on the 29th and 30th of March. The topics were:

- SASS (Software as a service)
- Basics of e-Marketing and its framework
- SEO (Search engine optimization)
- Web analysis



\*[Distributed to the Faculty, Students and Alumni of Bharathidasan Institute of Management, Bangalore]\*

Please write to:  
\*[pr@bimb.in]\*

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