

# *PratiBIMB*

- A Reflection from BIM, Bangalore



**PRCom**

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Volume 6 | Issue 9

## Corporate Interface

Mr. Rajesh Krishnan, General Manager of Relay Consultants, an Innovation Management Consulting firm, shared his experience on how to generate ideas from the members of team. He explained the importance of innovation in this competitive world, how innovative ideas can be streamlined from a whole lot of ideas by applying strategic filters. Further, in order to assist the prioritization of implementation of ideas, Mr. Rajesh Krishnan suggested a simple classification of ideas based on the impact and effort required. Top priority was accorded to the ones with maximum impact and little effort followed by others.

The guest lecture included a workshop on idea generation, where the participants were divided into 7 groups and each group had to write down their suggestions on a common contemporary issue. The suggestions generated were first scrutinized for redundancy. Subsequently all the groups participated in attaching priorities to what they considered as top 5 suggestions. After this exercise was complete, suggestions with maximum priorities were analyzed; to the success of the process, the group seemed to have

come out with good suggestions on the issue.

The workshop demonstrated the strength of group work in idea generation considering the wide perspective in arriving at suggestions.

The guest lecture concluded with a Vote of Thanks by representative of the Batch 6 class and a Note of Thanks by Mr. Rajesh Krishnan to his esteemed Professor Mr. Castro.



## Workshop

### Professional and Personal Progress

Dr. Sivakumar, Professor of Business and Economics, Howard Community College, USA, conducted a two day workshop titled "Professional and Personal Progress" for students of Batch 6. Dr. Sivakumar, who has four Master's degrees to his credit besides a PhD in Cross Cultural

Communications, is a person who has always followed his heart. After a successful stint at AT&T Inc., USA as a Level 4 manager, he made a conscious decision to pursue his passion, which is to teach young minds the world over. He dwelt on issues with simple analogies which enthralled the students and at the same time left an indelible mark on their minds. For instance, he described the balance in life a person must maintain, with the help of letter 'T'. The horizontal line represents Personal Strength and the vertical line represents Professional Strength. The letter 'T' is complete and meaningful only when both the lines are of same size and the same concept applies to life as well. Further, he spoke at length on the 8 R's, Responsibility, Rebound, Risk, Respect and Rolodex including the 3 R's that everyone is familiar with. Besides, he also mentioned the importance of 5 D's, namely, Duty, Dedication, Devotion, Discipline and Determination, in prioritizing one's life.

The highlight of the workshop was the numerous articles from both national and international newspapers, which dealt with contemporary issues ranging from the 'Financial Meltdown' to 'How to prepare for an interview', which he shared with the students. Besides, he also shared

plenty of quotes, which resonated with the theme of the workshop. His workshop also included public speaking skills and students were guided by him on the art of extempore. He left an indelible mark by his call to reflect on the findings that class learning amounts to only 25% and the remaining 75% can be acquired only by extensive reading, and by acquiring varied skills such as courses in General Psychology and Theatrical skills to name a few.



### **India – Our mother needs us now...more than ever**

When roses bloom, thorns do appear. This line is a reflection of what has come to pass in the past week. The lines of her smile have receded but the indomitable spirit of our motherland will endure these attacks. Everyone must realise that a nation with its economy in boom and safety measures that brings to all faces a sign of gloom will only bring great doom.

We all love peace but we need to ask ourselves if the peace of a silent graveyard carries any virtue in our lives.

Each one of us must realise that we owe our duty, honour and integrity to this land and must never let our spirits lie at the feet of such actors. We need to understand that these cowardly acts are performed by those who wish to destabilise the economy and our unity.

Every employee must now stop working for clock hours or for the firm and start working to set the country in motion towards greater heights. I remember a story my mother used to tell me, it goes like this, “there was a Lion that lived by itself in a forest. A monk who passed by told the Lion to live peacefully with others. As he returned the next day, he saw the Lion half-dead. He revived and heard the lion blame him. The monk told the lion that nothing had stopped him from roaring and keeping others at bay.” This is what India needs to do and keep her borders secure. India needs to realise that a silent rat can never negotiate with a terrorising cat unless it stops squeaking and starts roaring.

Let us not forget the lives lost and the vacuum this has left behind in many

families. Look at the hen that fights valiantly to save her chickens from the prowling foxes and this nation has to protect her children. As for you and I, every time we fell on her face as we tried to stand up; she did bear us all and helped us on to our feet. Now, some have disturbed the face of our mother, what are we going to do? I leave it unto you to reflect upon, O Sons and Daughters of this motherland.

**Rejis K S | BIMBG**

### **E-book inauguration**

HR students of Batch 5 inaugurated the book titled “**Goading To Go Beyond: Invitations To The HR Community**”, a live e-book by Mr. C Balaji, Associate Vice President, Symphony Services Corp, Bangalore on 19<sup>th</sup> November 2008. Symphony Services is a global provider of product engineering outsourcing services dedicated to helping clients compress time to market, achieve higher innovation yields and improve productivity to increase the value from their R&D investments. From strategic and operational consulting guidance to complete product lifecycle capabilities, the company is distinguished by a singular focus on product development and collaborative, end-to-end solutions.

## Accolades

### Verve 2008

Students of Batch 5 and Batch 6 won various prizes at Verve 2008, in St. Joseph's College, Bangalore. While Dinesh (5) and N. Shrikanth (6) won the first prize in Finance, Srinivas (5) and Kalpesh (5) won the second prize in Finance event. Srivatsa, Pooja and Anantha Narayanan (all Batch 5) won the first prize for Team building.

### Ushus 2008

History was recreated on 28<sup>th</sup> November when students of Batch 5 and Batch 6 sweat it out to lift the overall trophy yet again, at Ushus 2008, held at Christ University, Institute of Management, Bangalore. Rasika (5) added yet another jewel to her crown as she swept the judges and crowd off their feet with élan in the Best Manager Contest. Batch 5 students weaved their magic to claim first prize in various events.

Ganesh and Indhupriya won in HR event and Rohit and Dinesh in Marketing. Rohit with his exemplary performance grabbed

the first prize in JAM and Rejis (6) not to be left out, gave a spirited performance to claim the second prize. BIMB also won the overall trophy yet again. Congrats winners!



### Parley

A nation with economy in bloom  
An Woman with life in her womb  
Her despair is a sign of gloom  
Her Shadow undone is doom  
Every time she did bear our fall  
To us a voice cries: This is our call

Distributed to Faculty, Students and Alumni of Bharathidasan Institute of Management, Bangalore

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