

# *PratiBIMB*

-A Reflection from BIM, Bangalore



**BIM**  
BANGALORE



**Bharathidasan  
Institute of  
Management  
Bangalore**

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**We will remember you ALWAYS.....**

With deep regret we announce the passing away of our faculty, Dr. V. G. Ratnam, a doyen of Strategic Marketing and Contemporary Business Practice on September 6, 2008.

Dr. Ratnam had a heart for students, a heart of compassion; of encouragement and patience. He was an awesome teacher. He was someone who would accept challenges; someone who could see potential; and someone who believed the best in others.

He awakened sleeping minds and made them sing. He nurtured and nourished; guarded and guided every student. He inspired many lives and moulded many minds. He not only shaped lives, but also destinies.

Personally, I have known Dr. VGR for over 10 years. When we met with him the day before he passed on, initially there was no

flicker of recognition. We talked softly, wished him for Teachers Day. The spark was back in his eyes; on his face. He told us that he would come to the Institute when they would remove all his tubes. Little did we realize that he was on the verge of life's greatest journey.

The entire BIM family, our Director General, Dr. Jayasankaran, our Director, Prof. Sankaran, the Faculty, the Alumni and Students salute a magnificent teacher and a noble soul.

Our hearts go out to Mrs. Ratnam, his daughter Priya and the other members of the family. Our prayers are with them as they go through this irreplaceable loss. May God's peace be their security.

**Sharon S. Andrew  
PGP Chairperson**

### **Congratulations Professor.....**

Our faculty Dr. N. Chandrasekaran, has been rated as one of the top 10 authors by Prentice Hall. He was honoured in New Delhi on Sept 5, 2008, on Teachers Day.

### **Ethical Management and Profitability**

Business ethics is a form of applied ethics that examines principle and moral or ethical problems that arise in a business environment.

For any organization, it is very necessary to stick to ethics and values for its success. Ethics and values are the two properties which define a human being or an organization.

There are two types of organizations - one which originates, makes its place in society and then looks for profit. Another, which starts, makes profit and then vanishes. The former is long term organization and the latter is a short term. Society wants some contribution from the organization.

In any organization there is a flood of ethics and values. Every employee in an organization has his/her own ethics and values in life. But, they should not try to impose it on others. Rather, respect what others think and say. When this happens, the organization as a whole will prosper and be more productive.

When a new venture or a firm comes into being, people as well as the society expects a lot from it. The Organization should come up with employment plans, give facilities for general public, and construct schools, colleges, charitable hospitals and health check up camps in rural areas.

Many manufacturing as well as FMCG industries employ children who are below 14 years of age, just to cut cost, as the wages for children will be low. Children who are the future builders of the nation are being made to work at an age when they should be made to study.

A rude manager can never keep a healthy working environment. His/her behaviour affects the team and thus the productivity of the organization. Boss should be calm and composed and should give equal respect and importance to all his counterparts. This will help in building

trust from both ends and it will also create a good working environment.

There should always be transparency in the system, as to what work an individual has to do, what the rules and regulations are and what the work culture is. For example, one day I reach office and my boss removes me from one project and puts me into another without any prior information. There should have been transparency as to why I was transferred. This would affect my mental state for some duration and as a result I am not able to give 100% to my job.

Industries add to pollution. They should keep a check on the pollution emitting limit. Recycle the waste that comes out of from the plants. This will help in a clean environment and make it a better place to live.

These issues are not the ones which cannot be sorted out or implemented. If organizations work on these, then people will notice it and invest in them and as a result organization will grow economically, financially and also in

goodwill and what is better than this for any organization to survive in the long run. **- Nikhil Agrawal | BIMB6**

### Parley

A teacher is one who lets a ray of his light penetrate the double darkness of our ignorance, gifted us with charm for exactness of explanation, directed our beginning and progress of understanding, the light which precedes our quest and ferments our learning to yearn for things beyond the realms of this world. The teacher is the eternal bridge who bridges the space between who we are and who we seek to be. In our eternal seeking, we choose to glorify the remembrance of our teacher.

### PRCom

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

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