

e-MANTHAN

ISSUE 1

JAN-JUNE 2011

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Principal

Dr. G. R. Kulkarni

Vice-Principal

Dr. K. H. Wandra

Director (Development)

Dr. A. N. Sanghvi

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Head of Department

Prof. D. A. Sanghvi

Editor

Rahul Raval

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From the Desk of Principal



e-MANTHAN is an idea born in Master of Business Administration (MBA) department, gives me unsurpassable happiness to witness the zeal with which the faculty & student have been continuing their energy flow in doing innovative task and ideas.

I convey my greetings to the team of MBA department on the launch of *e-MANTHAN* magazine. I hope that the magazine provide a platform to the student to bring out their inner skills and talent in other than academics and let them share with others. I appreciate the faculties and students of MBA department, who have done an excellent job in publishing the first volume of *e-MANTHAN*.

I specially appreciate the efforts of **Prof. D. A. Sanghvi, Mr. R. R. Raval** and department of MBA.

I wish a grand success and fruitful outcome from the *e-MANTHAN*

Dr. G. R. Kulkarni

Principal

C U Shah college of Engineering and Technology,
Wadhwan City

From the Desk of Vice Principal



According to ink of my pen

Master of Business Administration (MBA) is a master's degree in business administration that has achieved worldwide recognition. It attracts individuals from a variety of academic domains aspiring for a leap in their careers. This degree in business administration was derived from the idea of applying a scientific approach to management. MBA is a challenging educational program that instills basic business management principles in students. The pursuit of an MBA degree is beneficial in several ways.

An MBA degree helps one in advancing the career and can lead to a career change. Earning an MBA degree prepares one for management-level positions in the industry and gives students greater marketability. It amplifies students resume and paves a path for student's professional growth.

An MBA degree goes a long way in helping students to develop business expertise and start their own business. Although, an MBA is not a prerequisite in being a business entrepreneur, it definitely provides an added advantage to one's business. It equips you with entrepreneurial skills and gives a deep knowledge of business operations in the corporate world to them.

My best wishes for your departmental magazine *e-MANTHAN*

Dr. K. H. Wandra

Vice-Principal
C U Shah college of Engineering and Technology,
Wadhwan City

Message from The Director (Dev.)



Congratulation !!!

I am glad to know that the MBA Department of C. U. Shah College of Engineering & Technology is launching an e-magazine for the benefit of Students, Faculty members and other interested Citizens of India.

I am impressed by the contents of the first issue wherein an appreciable contribution is from the students of MBA (First & Second batch)

In time to come, may there be more fruitful contributions are attracted by the department for *e-MANTHAN*

I Wish, Hope and Pray a great success to this endeavor

Best of Luck

Dr. A. N. Sanghvi
Director (Development)
C U Shah college of Engineering and Technology,
Wadhwan City

Message from Head of Department



On behalf of Master of Business Administration department, CCET. I am very happy to welcome you to walk through our first e-magazine *e-MANTHAN*

It is stated that knowledge is power and one can acquire such knowledge by creating habit of reading and writing.

This is the first attempt which our department has made to provide the platform to students to present some creative ideas, thoughts and collection towards the society at large by way of e-magazine which will motivate them to a great extent.

I hope our magazine will turn out to a great tree from a small seed in future.

I also appreciate the efforts of my colleges and students who have worked hard to make the success of this magazine.

Prof. D. A. Sanghvi
Asst. Prof. & HEAD, MBA Department
C U Shah college of Engineering and Technology,
Wadhwan City

Message from Editor



With a deep sense of gratitude, I express my heartfelt thanks to **Dr. J. G. Sanghvi (Secretary)** and **Er. Kiran Mehta (Secretary)** for reposing faith in my capabilities and given responsibility as the editor of magazine and also thankful to **Dr. G. R. Kulkarni (Principal)** and **Dr. K. H. Wandra Sir (Vice-Principal)** for valuable guidance and support.

This is the First Issue of our departmental magazine. Students have done grate work to implement their idea and come to an innovative thinking.

The title of e-magazine is *MANTHAN* (means "*the process of thoughts*") indicated mission word.

With the launch of this magazine, I as a part of the team would like to have it as a platform for Faculty and students to showcase their thoughts and innovativeness by the students.

Again I am very thankful to team, students and who have helped directly or indirectly to success launching of the first magazine

Rahul Raval
Lecturer, MBA Department
C U Shah college of Engineering and Technology,
Wadhwan City

Learn & Unlearn the Limitations and Break the Barriers (Self imposed or otherwise)

A message for the career seeker and parents

The ever increasing quantitative expansion of institutes of higher studies/learnings has created a situation where a large number of qualified professionals and freshers are looking out for comparatively quite less number of jobs available. As a result, they end up taking or looking out for jobs, compromising either on the designation or compensation or at times both. This eventually results into resentment. The parents also become apprehensive as regards the future of their wards. **All leading to a situation of having lower self-esteem or mental unrest.**

The best possible situation is to learn to live with an emotional balance, developing a rational to define the clear goal path and scientific positive outlook. The roadmap to be followed is to learn and perfect a model leading to success.

There are few **major roadblocks** that can be **hindrances** to the selection of right job. One should make strategy to work on them. Some major barriers one has to break/avoid are:

- ✓ **Mental barriers**
Break all mental barriers especially **Geographical** i.e. place of work. Be ready/prepared to work any location within or outside the country. Tremendous opportunities are going to come.
- ✓ **Fear of failure**
Muster tremendous confidence and courage for amply available entrepreneurial pursuits within & outside country.
- ✓ **Lack of practice to excel**
Take life as a mission/journey towards excellence. Work hard and take mature decisions.
- ✓ **Ego**
Have pride in achievements but don't be proudy. Be humble & have a right ego.
- ✓ **Lack of passion**
Inculcate missionary zeal, values and attitude. Muster killing sprit, Do or Die
- ✓ **Lack of self-confidence**
The only person who stands between where you are now and where you want be, is you. Sure some people will get in your way periodically, but they don't ultimately determine success or failure in your world. **Believe in yourself. Self discipline and Self-control** always produce superior result.
- ✓ **Lack of co-curricular activities**
Of course education is an important ingredient in the success recipe, but for success one has to add value being versatile in all round activities.
- ✓ **Pessimistic attitude & approach**
Avoid negative thoughts, be positive. Create connection, rapport and mutual understanding with the people in your world. Make them your strength & stepping stone.
- ✓ **Insufficient mental capabilities**
Present yourself as an accomplished person and exhibit potential to undertake difficult and challenging projects/tasks.
- ✓ **Improper attitude**
Attitude is the biggest determinant of the kind of results one produces.
- ✓ **Laziness**
Don't take short-cut but can take short route. Avoid the quick fix approach. Results without adequate efforts do not take one long.
- ✓ **Improper plan**
Knowing where one wants to go has to be followed by a right implementation of the proper plan. This leads to achievement of goals and optimal results.

- ✓ **Emotional imbalance**
Jealousy, resentment, anger, greed, bitterness, etc. make an individual a weaker person with poor self-esteem.
- ✓ **Poor communication**
It fails person to transfer his thoughts and at times create ambiguity and confusion. Lack of clarity in expressing oneself results into disappointments, despair & misunderstanding.

Role of Parents as a definitive Guide/Mentor

- ✓ **Over expectation**
This creates mental pressure. Understand & accept what he/she wants to attempt/become. Extend support by providing the right guidance and counseling.
- ✓ **Constant communication**
Interaction/discussion develop clarity and direction. **Avoid carelessness**
- ✓ **Freedom to think & experiment**
Allow your child to think on what he/she wants to do/become. Do not force to do something that you like. Do not dump your ambitions/decisions on them. One can have courage and conviction to go against the crowd.
- ✓ **No Comparison**
Do not relate the things happened in past or do not cite examples of others performance/achievement. Avoid hard mentality.

Dr. A. N. Sanghvi
Director (Development)

Prof. D. A. Sanghvi
MBA Department

Rahul Raval
MBA Department

Impact of Basel III norms on Indian Banking Sector

The introduction of Basel III norms by the Bank for International Settlements (BIS) has brought about a paradigm shift in banking regulation. Unlike Basel II, which solely focused on capital requirements, Basel III takes a more holistic approach to bank regulation. The financial crisis of 2007-09 saw banks suffer liquidity and leverage induced stresses which their weak capital buffers couldn't sustain. Several new requirements introduced under Basel III aim to prevent the recurrence of such mistakes. The major changes in Basel III vis-à-vis the currently followed Basel II norms are

- ✓ Emphasis on core equity capital (minimum of 7% of RWAs v/s 2% currently)
- ✓ Introduction of liquidity requirement in the form of Liquidity Coverage Ratio & Net Stable Funding Ratio (NSFR).
- ✓ Constraints on leverage in form of Leverage ratio
- ✓ Introduction of Counter cyclical capital buffers

The Indian economy is heavily reliant on banking due to the low level of disintermediation. Consequently, any change in banking regulation has consequences not only for the Indian banking sector but the Indian economy as a whole. Let us examine the impact of Basel III norms on Indian banking sector.

Capital requirements:

Comparison between Capital requirements under Basel III, RBI's Basel II Guidelines & BIS' Basel II norms

Minimum Requirements (as a % of RWAs)	Basel III norms		Basel II (India)	Basel II (BIS)
	MIN (Range)	MAX* (Range)	MIN	MIN
Tier 1 + Tier 2	8.0%	8.0%	9.0%	8.0%
-Tier 1	6.0%	6.0%	6.0%	4.0%
of which Core Tier 1	4.5%	4.5%	3.6%	2.0%
Conservation Buffer	2.5%	2.5%	0.0%	NA
Countercyclical buffer	0.0%	2.5%	0.0%	NA
Total Capital Ratio (CRAR)	10.5%	13.0%	9.0%	8.0%
Total Common Equity	7.0%	9.5%	3.6%	2.0%

The current Tier I capital requirements mandated by RBI are the same as those under Basel III. However, Tier 1 + Tier II ratio in the case of India is even higher compared to that under Basel III. The major difference between the two norms arises on the total common equity requirement front. To bridge the 3.4% gap in total common equity requirements between the Basel III norms and existing RBI guidelines, Indian banks (excluding foreign banks) would have to raise nearly Rs 6,00,000 crore over next nine years assuming 20% annualized growth in risk weighted assets (RWAs) & internal capital generation. Of this new capital, the public sector banks would require 75 - 80% and private banks 20-25% (Source: ICRA Report). Government shareholding in many PSU banks has reached close to the 51% statutory floor due to previous rounds of capital raising by the banks. Consequently, as PSU banks seek additional capital, the government would have to either infuse fresh capital into the banks to maintain its stake or relax the minimum shareholding law. Further, the entry

of new banks due to the issue of new bank licenses is also expected to add to the demand for capital. Also, the hike in the total common equity ratio would reduce leverage and consequently returns reducing the attractiveness of bank security issues to investors.

Liquidity requirements:

The current RBI regulation requires Indian banks to maintain a minimum of 80% Liquidity Coverage Ratio (LCR) for 15-28 day period vis-à-vis 100% mandated under Basel III. Consequently, though Indian banks would have to hold additional liquid assets, the shortfall to be covered is not substantial. However, the additional liquidity will dampen profitability due to the low yields on such assets. The introduction of Net Stable Funding Ratio (NSFR) would require Indian banks to have stable sources of funding that match the liquidity profile of their assets portfolio. Banks with high dependence on short term funding would have to build up stable deposit bases or switch to long term funding to meet NSFR criteria. The former would require banks to expand branch network & attract deposits which would reduce funding costs; the latter would provide stability but increase cost of funds. Building a deposit base will be particularly challenging for newly licensed banks. However, as the NSFR will become a standard only in 2018, banks will have plenty of time to change their funding mixes.

Leverage Ratio:

The RBI has to specify the maximum leverage ratio for banks. Indian banks are currently having healthy Tier- 1 ratios which indicate low leverage. However, the impact of this norm would be felt only after the current excess capital in the system is consumed and banks need to raise more capital.

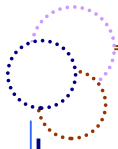
Countercyclical buffer:

The introduction of countercyclical buffer helps regulators build up excess capital buffers during boom times to manage system wide build up of risks due to excess credit growth. The RBI can mandate banks to maintain common equity capital up to 2.5% of RWAs as part of counter-cyclical buffer. The countercyclical buffer would contribute to the stability of the Indian financial system but would lead to higher cost of funds and lower GDP growth. Monitoring and detecting systemic credit risks and setting appropriate buffer levels annually would be the key challenge for the RBI. Any build up in the Credit-GDP ratio would be a good pointer for the same. Also, the RBI would have to co-ordinate with other regulators to counter any regulatory arbitrage that may arise due to different buffer requirements in banking systems of other countries.

Conclusion:

The impact of the new Basel III requirements though partly buffered by the drawn out implementation period, is bound to impact banks around the world. In the Indian context, the shock will be significantly softened by the already stringent RBI norms. However, the norms will introduce structural changes in bank balance sheets which will change the way Indian banking sector has functioned. Bank profitability would be constrained by higher cost of capital, greater liquidity requirements as well as leverage restrictions. Consequently, banks would have to find more efficient means of going about their business to maximize profitability. Since a large proportion of new capital issues would be from the financial sector, generating & maintaining investor interest would be critical. The new liquidity requirements would encourage banks to increase holdings of short term liquid assets as well as tap long term sources of funding. The countercyclical buffer will be a new weapon in the RBI's arsenal. However, it would have to wield it carefully to maintain banking system's health while minimizing regulatory arbitrage. Lastly, the measures will promote a safer banking system.

OZA NIKHIL
Student, MBA SEM IV



POLLUTION

*Emergence with such devastating evolution
In the face of the ever expanding globalization
Filled with development, riches, vision
But a price to pay for what nature has become
Of a barren, dead paradise once full of fulfillment
What can we say as to what can we really do
Or what can we really do to make a move
To prevent further devastation of this kind
From such expanding deterioration from happening in time
Is what we can rest assure of this disaster
Never to happen again ever after*

Everybody knows about pollution, in fact it is a part of our lives today. But, what is the definition of pollution?

"Contamination of the earth's environment with materials that interfere with human health, the quality of life, or the natural functioning of ecosystems" (Encarta.com).

Pollution is a growing pain. Pollution is not a problem that came suddenly from the sky, it's our fault and has been a part of our life through many years. Can you imagine living in a world where all the things we use are synthetics? Or, losing species that we haven't seen before, that actually can be used to cure cancer or AIDS? We must be wise in managing our resources, and take positive action towards preventing any forms of pollution to the environment. Make the world a better place to live.

PROBLEMS IN INDIA

The environmental problems in India are growing rapidly. The increasing economic development and a rapidly growing population that has taken the country from 300 million people in 1947 to more than one billion people today is putting a strain on the environment, infrastructure, and the country's natural resources. Industrial pollution, soil erosion, deforestation, rapid industrialization, urbanization, and land degradation are all worsening problems. Overexploitation of the country's resources be it land or water and the industrialization process has resulted environmental degradation of resources. Environmental pollution is one of the most serious problems facing humanity and other life forms on our planet today.

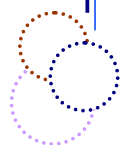
India's per capita carbon dioxide emissions were roughly 3,000 pounds (1,360 kilograms) in 2007, according to the study. That's small compared to China and the U.S., with 10,500 pounds (4,763 kilograms) and 42,500 pounds (19,278 kilograms) respectively that year. The study said that the European Union and Russia also have more emissions than India

India has been ranked as seventh most environmentally hazardous country in the world by a new ranking released recently. The study is based on evaluation of "absolute" environment impact of 179 countries, whose data was available and has been done by researchers in Harvard, Princeton, Adelaide University and University of Singapore On January 12, 2011.

Brazil was found to be worst on environmental indicators whereas Singapore was the best. United States was rated second worst and China was ranked third.

India and US clean energy pact: India and the U.S. on November 8, 2010 inked an agreement to establish a bilateral energy cooperation programme to promote clean and energy-efficient businesses, Indian and U.S. companies inked joint venture deals worth \$175 million in the renewable energy sector.

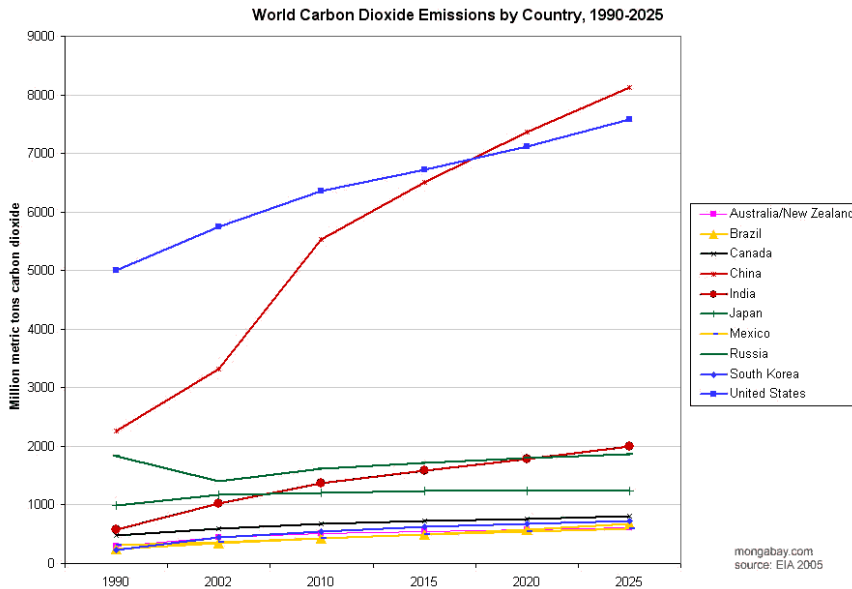
The US President Barack Obama and Prime Minister Manmohan Singh announced the setting up of Joint Clean Energy Research and Development Centre. The proposed centre is part of the Partnership to Advance Clean Energy (PACE), which forms the core of the "green partnership". Funding for the centre is expected from national budgets and the private sector. Each government proposes to commit \$25 million over the next five years..



A Comprehensive environmental assessment of industrial clusters, undertaken by IIT Delhi and the CPCB, found that the environmental pollution levels in 10 major industrial hubs had reached a "very alarmingly high" level. The World Bank Group has sanctioned two loans worth around Rs1,185 crore for environment management projects in India on July 22, 2010. Of this, Rs897crore will go for the Integrated Coastal Zone Management (ICZM) project and the remaining for Capacity Building for Industrial Pollution Management project. .

WORLD CARBON DIOXIDE EMISSION (1990-2025)

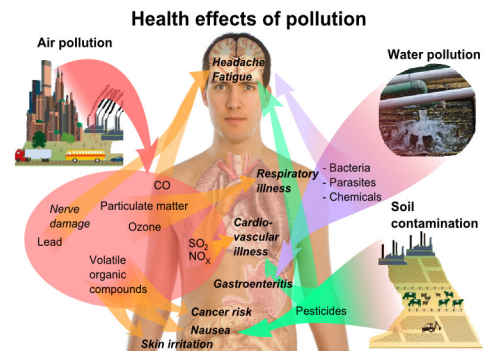
author: "Source: Energy Information Administration." of the US Department of Energy (DOE); in public domain as per: http://www.eia.doe.gov/neic/aboutEIA/copy_right.html



HEALTH EFFECT

Overview of main health effects on humans from some common types of pollution.

According to the Energy Information Administration, after China and the United States, among major polluters only India is expected to have significant growth of emissions over the next 20 years.



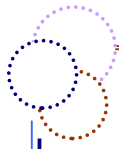
Suggestion:

Please do something for us and next generation!!!

U CAN!!!

CAN U???

**RANA DHARMENDRASINH
Student, MBA SEM IV**



Chatting with God on FACEBOOK!!!

After a long hectic day of my routine MBA life, I usually socialize on facebook at night to be in touch with my friends and relatives and to share something though we don't bother when we meet face to face, but then also facebook is a good platform.

Last night I was on a facebook chatting with my friend and suddenly new chat box came out on my screen the name was "God", I was astonished and then suddenly god started chatting with me.

God : Hello? Did you call me?

Me : Called you? No, who is this?

God : This is god, I heard your prayer so I thought, I will chat.

Me : I do pray; just make me feel good, I am actually busy now. I am in midst of something.

God : What are you busy at? Ants are busy too.

Me : Don't Know. But I can find free time. Life has become hectic its rush hour all the time.

God : Sure, activity gets you busy but productivity gets you result, Activity consumes time and productivity frees it.

Me : I understand, but I still can't figure out, by the way I have never added you as a friend and was not expecting you to buzz me on facebook chat.

God : Well, I wanted to resolve your fight for time by giving some clarity in this net era I wanted to reach you through the medium you comfortable with

Me : Tell me, Why life has become so complicated?

God : stop analyzing life, just live it analyzing is what makes it complicated.

Me : Why are we than constantly UN HAPPY?

God : your today is tomorrow that you worried about yesterday. You are worrying because you are analyzing, worrying has become your habit. That's why you are not happy.

Me : but how can we not worry when there is so much uncertainty.

God : uncertainty is inevitable, but worrying is optional

Me :But then, there is so much pain due to uncertainty.

God : Pain is inevitable, but suffering is optional.

Me : If suffering is optional, why do good people always suffer?

God : Diamond cannot be polished without friction; Gold cannot be purified without fire. Good people go through trial, but don't suffer, with that experience their life become well, not bitter.

Me : you mean to say such experience is useful.

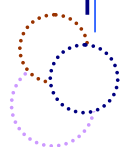
God : Yes in every term, experience is a hard teacher, she gives the test first and the lessons afterwards.

Me : But still why should we go through such test? Why can't we be free from problems?

God : Problems are "Purposeful Roadblocks offering Beneficial Lesson (to) Enhance Mental Strength. Inner strength comes from struggle and endurance, not when you are free from problems.

Me : Frankly, in the midst of so many Problems, we don't know where we are heading.

God : If you look outside you will not know where you are heading. Looking outside, you dream, looking inside, you awakens, eyes provide sight, and heart provides insight.



- Me : Sometimes not succeeding fast seems to hurt more than moving in right direction, what should I do?
- God : Success is a measure decided by others. Satisfaction is a measure decided by you. Know the road is more satisfying than knowing you rode head. You work with compass let other work with clock.
- Me : In tough times how do you stay motivated?
- God : Always look at how far you have come rather than how far you have to go. Always count your blessings not what you are missing.
- Me : What surprise you about people?
- God : When they suffer they ask, why me when the prosper they never ask why me ? Everyone wishes to have truth on their side. But few want to be on the side of truth.
- Me : Sometimes I ask who I am. Why I am here? I can't get the answer.
- God : Seek not to find who you are, but to determine who you want to be. Stop looking for purpose as to why you are there. Create it. Life is a process of discovery but a process of creation.
- Me : How can I get best out of life?
- God : face your past without regret. Handle your present with confident prepare for the future without fear.
- Me : One last question Sometimes I feel my prayers are not answered.
- God : There are no answered prayers. At times the answer is NO.
- Me : Thank you for this wonderful chat; I am so happy to start with new sense of inspiration.
- God : well, keep the faith and drop the fear, don't believe your doubts and doubt your beliefs . Life is mystery to solve not a problem to resolve. Trust me life is wonderful if you know how to live. Bye.
- Me : Hey hey hey, where can I find you next time?
- God : just browse your soul and log on to prayers I would be there.

SHAH RUSHABH
Student, MBA SEM IV

HOW DO MEDIA INFLUENCE YOUTHS?

How do the media influence young people in today's society? Our society still seems confused about what to think about children and young people. It seems to be gripped with a fear of children, blaming them for much of society's ills: crime, drugs, drink, sex etc.. The list goes on. But if these theories are true, where do these rebellious attitudes stem from? The obvious answer would be from the upbringing of children, but in my opinion the media also plays a substantial role in the attitudes, behavior and physical aspects of youth today, in particularly that of young women. We are constantly being bombarded with advertising, opinions, images and stories which appear to be forcing us to conform to a specific image of how we are supposed to be, whether it be slim, more intelligent or prettier.

Media strongly affects youth culture. The media executives are quick to defend their role in youth violence and bullying while selling millions of dollars in ads focused on youth. TV producers, network executives, motion picture companies and others in the media deny any impact of their programs on the attitudes and actions of youth. Meanwhile they continue to spend millions on special effects and marketing geared to increase appeal to youth markets. While corporations spend millions on market research and advertising to create products and campaigns targeted at a youth demographic, they still deny their ability to influence youth. If this were true to fact, would NIKE continue spending millions every year on product development, marketing and advertising? Would McDonalds still be using cartoon like characters to sell hamburgers? Would music labels be increasing the level of violence and sexual content in the music geared towards the youth audience? Would liquor companies be using youth oriented activities in their advertising? Of course it works on influencing youth and its ideals advertising would not be a multi-billion dollar a year business. If it had no influence, M-TV would not have consultant on staff spending huge amounts of money to ensure them keeping up with youth culture. We know we are much interested in watching Splitvilla, Roadies, Emotional Atyachar rather than daily soaps of Star plus and Zee TV.

As clichéd as it may sound, it has been rightly said all things have their good as well as bad effects. In the similar conduct media also has its good as well as bad influence on youth. Well these were the negative influence of media on youth. Now let's have a glance on affirmative aspects of media.

Media plays a very important role in creating awareness. There are certain issues which remain untouched among youngsters as they feel guarded concerning it. Recently there is one movie "NO ONE KILLED JESSICA" till the media came into limelight no one was interested in the murder case of Jessica. So here media played a vital role. Such a way Media helps in providing information regarding such topics. Many a times we do not aware about what's going on in outer world (market) unless media comes into limelight. There are many such topics that are highlighted by the media.

One of such issues is the debate carried on regarding sex education. Media was trying to highlight both the aspects of the matter that whether sex education must be allowed in schools or not. There were many opinions, some were positive as well as some were negative. Even though we are heading towards westernization, our roots still remain Indian. And that is the reason why we fail in discussing such issues openly with our parents, friends, surroundings. But as per my opinion it must be discussed and thanks to media that creates an awareness amongst these crucial topic.

PATHAK SHUBHANGI
Student, MBA SEM II

Expected impact of GDP growth rate in Fiscal Policy 2011-12

The Strong performance of Indian economy in current fiscal policy period is likely to set government's aim at 9% in 2011-12 fiscal policy.

On last Friday (18th February, 2011), Finance Minister Pranab Mokhrjee has tabled information which was likely to highlight food Inflation and the slow recovery in euro zone as area of concern for the domestic economy. Pranab Muharjee has also made one survey on economic condition which will be making strong case for economic reforms, especially raising caps in foreign direct Investment (FDI). Economic Survey is likely to peg the economic growth rate in the current fiscal at 8.6 per cent, up from 8 per cent a year ago.

Indian economy recorded a growth rate of 8 % in year 2009-10 which indicates that Indian economy is recovered faster from global financial meltdown. If comparing globally than probably Indian economy is emerged as a strongest unit in the Asia-pacific zone after global financial crisis.

The World Bank and the Prime Minister's Economic Advisory Council (PMEAC) have reported out that India's growth rate will revert to the pre-crisis level of 9 per cent in the fiscal policy 2011-12.

Various factors has influenced government's fiscal deficit at 6.3% in the year 2009-10 which will be expected to reduce at 5.2% in the fiscal 2011-12. Earliest estimation was 5.5.

Problem of inflation is expected to be continued with the rising prices in the area of Crude oils and Commodity market globally and so as it will be affecting Indian economy as well. One of the indicators for the same is in Middle East area crude oil prices has already crossed \$105 per barrel.

In the few recent reports World Bank said that increased commodity prices has pushed 44 Million people in developing countries into poverty which is very much unfortunate for the economy as a whole and for the world as human being. The Survey is likely to suggest concerted efforts to increase agricultural productivity to deal with the menace of rising food prices.

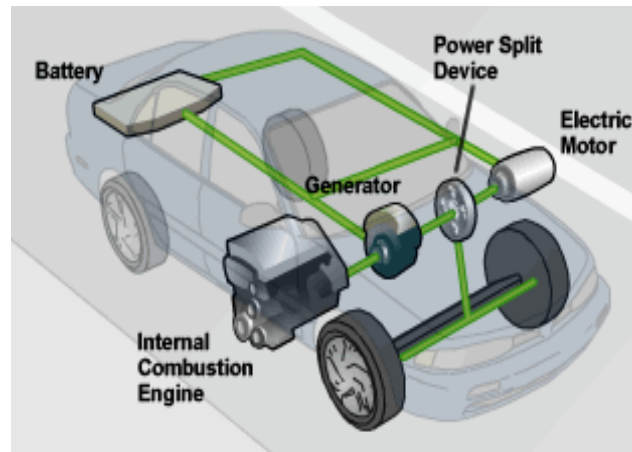
RAVAL JIGESH
Student, MBA SEM IV

Hybrid technology

HOW HYBRIDS WORK

Hybrid-electric vehicles (HEVs) combine the benefits of gasoline engines and electric motors and can be configured to obtain different objectives, such as improved fuel economy, increased power, or additional auxiliary power for electronic devices and power tools.

Some of the advanced technologies typically used by hybrids include



Regenerative Braking.

The electric motor applies resistance to the drivetrain causing the wheels to slow down. In return, the energy from the wheels turns the motor, which functions as a generator, converting energy normally wasted during coasting and braking into electricity, which is stored in a battery until needed by the electric motor.

Electric Motor Drive/Assist.

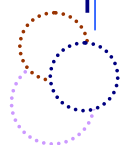
The electric motor provides additional power to assist the engine in accelerating, passing, or hill climbing. This allows a smaller, more efficient engine to be used. In some vehicles, the motor alone provides power for low-speed driving conditions where internal combustion engines are least efficient.

Automatic Start/Shutoff.

Automatically shuts off the engine when the vehicle comes to a stop and restarts it when the accelerator is pressed. This prevents wasted energy from idling.

**RATHOD MAULIK
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Source:(www.fueleconomy.gov)



Modern career as multi professionals

In Last Century, by understanding the requirement India has created substantial amount of civil engineers. In eighties, we have seen the pharmacists and chemists to be developing. In Nineties we have seen IT Professionals to be increased & s 2000 suddenly, we have seen MBA professionals to be appreciated and substantially developed.

If we put a glance with scrutiny on these decades and statistics, then we come to know about such people who have understood the requirement of new sector initially, they were professionals already. At initial stage of this century this kind of trend has been seen.

In our country, Engineers, science graduates and IT professionals have done management Course of any kind and by doing so they have merged the management abilities with their skills. Today many managers are taking the education as a side business. There are two sides of change. One, India needs more and more Teachers and professors in every fields and the reason is that here there is always lacking in the amount of teachers. The second, such professionals are preparing themselves after the work of retirement where there is no ban or restrictions for guest teachers for age.

Now we put a glance on the unrelated sector. Prof. Allan baylistok, the prof. of York University, has identified by one evolution, if your mind gets contact with more and more languages hence it will protect itself from the possibilities of the disease of alzimar.

If you connect the above three examples and researches then you will be able to understand that if you are compatible in the multi-task process, it will be more beneficial in cut throat competition in building career.

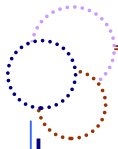
In short, Multi-tasking is today's requirement and if one imitate more, will get more success in career.

PANCHAL HIREN
Student, MBA SEM IV

Realities of life

School	: A place where papa pays & sons play.
Father	: A banker provided by nature.
Experience	: The name men give to their mistakes.
Conference	: The confusion of one man multiplied by number present.
Conference room	: A place where everybody talks, nobody listen & everybody disagrees Later On.
Compromise	: The art of dividing a cake in such a way that everybody Believes he got the biggest piece
Life insurance	: A contract that keeps you poor all your life so that you can die rich.
Boss	: someone who is early when you are late & late when you are early.
Office	: A place where you can relax after your strenuous home life.
Politician	: one who shakes your hand before elections & your confidence after?
Marriage	: It's an agreement in which man loses his bachelor degree & women gain a master Degree.
Tears	: The hydraulic force by which masculine willpower is defeated by feminine water power
Nurse	: A person who wakes you up to give you sleeping pills.
Doctor	: A person who kills your ills by pills, & kills you by bills.
Yawn	: The only time some married man ever gets to open their mouth.
Etc	: A sign to make other believe that you know more than you actually do.
Atom bomb	: An invention to end all inventions

VADHAIYA REENA
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as a man

A rupee says I have so many similarities in me and human being before Birth I was just copper but when government gave an opportunity. I have my own identity and produce as a coin, just as a child.

As a child when I was born, my parents (Government) put me in a bank. I was paid over the counter of a bank, gentlemen who cashed a cheque. I really got enjoyment because now I jump to the world, but I felt something bad. Because we know, the gentlemen who cashed divide me and my brother at different place for different intention. But at last we accept the thing as a bitter reality of life as human accepts.

When I am in world I have many critics who make nasty remark because they are jealous of my smart appearance. One very old rupee was kind to me and told me a golden sentence "A rupee is always a Rupee, however old and worn" By this sentence I have change my point of view to see the world and I thanks to my elder who has given me new direction to live a life.

I have my own likes and dislike just a like a man because after all i have my own existence. When I was given to young lady who put me in her purse, the purse had a hole and i fell out as she walked along the street and rolled into gutter. Eventually a dirty and ragged picked me up and was passing between poor people and small shopkeeper in dirty little streets. But at last I got into good society and most of my time I have been in pocket and purse of the Rich.

A man believes in innovation and they ever try to find something new, I also believe in it, so I have also changed my identi ₹ instead of Rs.

At the last, I want to say something or want to ask something.

Is money everything for you? Think about it, If No.

Then, please complete my wish, I want to see dustbin,

Would you give me a chance to see a Dustbin?

WOULD YOU???

JOSHI BANKIM
Student, MBA SEM II

