



6th April, 2009

NEXUS

Year I Volume III Edition 17

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Dear **PUMBAites**,

It gives us great pleasure to bring you yet another edition of Nexus.

It is indeed a pleasure to bring to yet another edition of Nexus.

In this edition we provide you with an exclusive coverage of the **International Conference** conducted by PUMBA. Read more as we bring to you as the cover story for this edition.

In our regular features we bring to you **Sports Talk** by Kunal Sultania ; **Finance article** by Amit Aggarwal ; **Communicate to impress** by Shweta Chhabra and PUMBA Talks.

In our fun Section we have **Brain Teaser**, **Logo quiz**, **Vocabs** and **G.K. Quiz**. Have fun with these features.

It is our constant effort to provide you with quality articles and features. We are always waiting for your feedback and responses.

Your suggestions and comments are always welcome.

Wish you a HAPPY READING.....!!!!

Regards,
Nexus Team

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Contributions to articles, Recommendations & Suggestions should be mailed at nexus.pumba@gmail.com. Mention your Name, Roll No., and Specialization in the mail.

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Finance Section

Monetary Policy

By Amit Aggrawal

Amit Aggrawal is first year student of MBA++ at PUMBA and Specializes in Finance. A Biotechnology Engineer, he is already an entrepreneur and has considerable experience in stock markets. Amit has worked in Pharmaceuticals Sector as a Zonal Manager in Biofer Remedies Pvt. Ltd.

Meaning and Scope of Monetary Policy:

Monetary policy is essentially a program of action undertaken by the monetary authorities, generally the central bank (RBI) to control and regulate the supply of money with the public and the flow of credit with a view to achieving predetermined macroeconomic goals.

The objectives of monetary policy are the same as the objective of macroeconomic policy, viz. growth, employment, stability of price and foreign exchange, and the balance-of-payment equilibrium.

The scope of monetary policy depends, by and large, on two factors:

- The level of monetization of the economy: In such a economy, all the transactions are carried out with money as a medium of exchange.
- The level of development of the capital markets: Some instruments of monetary control (bank rate and cash reserve ratio) work through the capital markets.

Instruments of monetary policy: monetary instruments are generally classified under two categories:

- Quantitative measures:
 1. Open market operations.
 2. Bank rate.
 3. CRR.
 4. SLR
- Qualitative measures:
 1. Credit rationing.
 2. Change in lending margin.
 3. Moral suasion.
 4. Direct control.

For further details read next article in Nexus Edition 18



By Amit Aggrawal

*News changes every day, but at the pace which it is changing in recent times, does our hectic lifestyle allow us to be updated on current events?? From rising and falling inflation and stock market prices, mergers and acquisitions, launches and shut downs... **Nexus** takes you through it all. We bring to you a section of the latest corporate news...*

- **Bharti, Rcomm Revenues To Be Hit:** The country's top two mobile operators revenue from international calls will be affected next month, following a hike in termination charges on incoming international calls. Termination charge is the amount an operator, from whose network a call emanates, pays to the operator on whose network it terminates.
- **NTT DoCoMo Completes 26% TTSL Buy:** Tata sons on Thursday said it has completed the sale of a 26% stake in India's sixth largest mobile telecom operator, Tata Teleservices Ltd, to NTT DoCoMo, a Tokyo based leading mobile service provider.
- **GOAIR Looking at funding options for 10 Airbus A-320:** Low cost airline GOAIR is looking at options for raising about \$400 million to 10 Airbus A-320 family aircraft, the airline chief executive officer, Mr. Edgardo Badiali, said on March 25.
- **Novartis set to raise stake in Indian subsidiary to 90%:** In a move that will give drug maker Novartis more freedom to operate in the local market, the Swiss company is set to increase stake in its Indian subsidiary to nearly 90% from the existing 51%. Offer to buy 39% at Rs 351 a share; valued at Rs 440 Crore.
- **Satyam board shortlists 8 cos for next stage of bidding:** About 8 firms, including global private equity firm Apax partners, engineering firm L&T, tech Mahindra, the spice group and IBM global services, have qualified as potential suitors for the beleaguered Satyam computer services. The bidding will involve putting a price tag for the company. The shortlisted firms will do their due diligence in two days (by March 28).
- **India inc may get 2-yr relief over Forex losses:** The national advisory committee on accounting standards (Nacas), which is the final word on accounting policies followed by the Indian industry, has favoured suspending for two years a key rule that requires firms to mark-to-market foreign exchange assets and liabilities, a decision which comes as victory for corporate India, as it sits down to draw yearly financial results. The demand to suspend this rule, known in accounting circles as AS-11.
- **Sensex breaches 10K on strong global, local cues:** It was again 10,000 at the BSE on Thursday, as low inflation(0.27%), strong Asian cues—Zhou Xiaochuan, chairman of the Chinese central bank, people's bank of China, said that his economy was on the recovery path—and assurances from RBI governor D Subbarao that Indian economy, too, was poised to do well, lifted buying.

- **Nano's nano-impact:** Despite what it can do to the country's automobile market, its ability to transform Tata motors' financials will be limited. The irony could not have been starker. Less than 24 hours after Tata motors launched its ' people's car' that riveted world attention as a symbol of Indian ingenuity, chairman Rattan Tata was busy telling sky news that jaguar land rover would face devastating results and may be forced to cull its 15000 workforce in the UK unless the government could guarantee loans to the company.



Computer Tips

By: Shripad Deshmukh



Shripad Deshmukh is a First Year student of PUMBA. Having four years of work experience with City Group, he is a completely computer and tech savvy person.

What is Disk Defragmenter Utility?

When files are created, deleted, or modified it's almost a certainty they will become fragmented. Fragmented simply means the file is not stored in one place (contiguous location). Different parts of the file are scattered across the hard disk in noncontiguous pieces.

Advantage:

The more fragmented files there are on a drive, the more performance and reliability suffer as the drive heads have to search for all the pieces in different locations. The Disk Defragmenter Utility is designed to *reorganize noncontiguous files into contiguous files and optimize their placement on the hard drive for increased reliability and performance.*

Accessing Disk Defragmenter: Disk Defragmenter can be opened a number of different ways

Start→All Programs→Accessories→ System Tools→ Disk Defragmenter

Start→Run→ type dfrg.msc→ Click OK



Fun and Learning

Word power

UNSCATHED

- a. secondary occupation
- b. brawl
- c. unharmed
- d. person who looks on brighter side

EXASPERATE

- a. vex
- b. pertaining to physical sense
- c. irritation
- d. spoil the effect of

PRESENTIMENT

- a. compiler of dictionary
- b. premonition
- c. individual who sacrifices principles
- d. occurring in unexpected and contrary manner

DESPERADO

- a. Mixture of writings on various subject
- b. Desecrating
- c. All knowing
- d. Reckless outlaw

DEMEAN

- a. Warn, reprove
- b. Foreshadow
- c. Degrade
- d. Joking



General Knowledge

1. The First prime Minister of Bangladesh was?
2. The country known as country of copper is?
3. The river Volga flows into the _____ Sea
4. The country which is second largest in the world is?
5. The coldest place on Earth is?

BRAIN TEASER :- 16

What comes next in this sequence:

AAA B D EEEE FFF G HHH I J KKK

Send in your answer to – nexus.pumba@gmail.com

Mention your Name, Roll no, Division etc in the mail with one of your photo.

Last date for sending your answers is:- 17th April

Name of the winner will be published in the next edition of the Newsletter

Answer to previous Brain Teaser -15 (of Edition 16):

The words are stir, tire, iris, rest.

Winners of Brain Teaser 14 (of Edition 15):

Harpreet Singh
7124



Events @ PUMBA

International Conference on Global Meltdown

The most prestigious event of the year for PUMBA- the International Conference on Global Meltdown- Opportunities and Challenges was a grand success. Our NEXUS correspondent Priyanka Chadha takes you through the two days of this grand event....

The Department of Management Sciences (PUMBA), in association with CSIR-IPR Chair, University of Pune had organized an International Conference on Global Meltdown-Opportunities and Challenges on 20th and 21st March, 2009 at PUMBA.

The economic crisis faced by the world economy today has forced both-the governmental and corporate authorities that are responsible for governance to take a hard look at the way they have been handling the issues faced by the world. Thus, in order to reinvent the whole gamut of things and to bring the economy back on track, not only the government but also the corporate would have to contribute in every way. This International Conference proposed to focus on these issues and looked forward to be able to come out with ideas, which would lead to a new paradigm shift and ensure sustainable business environment. Academic scholars, practicing professionals and management students participated in the event and shared their thoughts on the various themes through their research papers. Close to 500 abstracts were received, out of which around 250 were selected and were allowed to present.

Dr. Narendra Jadhav (Hon'ble Vice Chancellor, University of Pune) was the Chief Patron of the Conference and Dr. (Capt.) C.M. Chitale (Prof. & Dean, PUMBA and CSIR-IPR Chair Prof.), Dr. Pandit Vidyasagar (Director-BCUD) and Dr. M. L. Jadhav (Registrar) were the Patrons. Dr. B. V. Sangvikar (Prof & Head, PUMBA) was at the Conference Chair.

The **inaugural function at the IUCCA Auditorium** started with the lighting of the lamp by Dr. Narendra Jadhav and the other dignitaries present. Dr. Narendra Jadhav released the conference proceedings which were compiled in the form of a book containing the abstracts of selected papers. This was followed by addresses made by the dignitaries who gave their valuable inputs on the current economic situation in the world economy. Dr. Narendra Jadhav emphasized that India is no where even close to a recession, instead we are in the midst of a slowdown and he optimistically predicted that recovery would start around March 2010.

University of Pune - Diamond Jubilee Celebrations
Department of Management Sciences (PUMBA)
In association with CSIR - IPR Chair, University of Pune

Organise
International Conference on
Global Meltdown
Opportunities and Challenges
20 - 21 March 2009





The **Keynote Speaker, Prof. Prakash Apte** blamed the appetite for higher returns as the cause of this crisis and also suggested that bailout as a policy response should not be considered in India, instead introduction of regulatory policies **on Non Banking Financial Institutions (NBFCs)** and their external risk

[cont.]

management is the need of the hour. Dr. (Capt.) C.M. Chitale stressed on three principles that need to be followed at the time of such crisis-learn, create knowledge and be ready to face challenges.

Mr.M.S. Unnikrishnan spoke about having inclusive growth in the country and an integrated economy to overcome the current crisis. Also, he said that the ever-growing population of India is a real boon to the country as it has helped us to have a huge workforce. The inaugural function ended with the vote of thanks delivered by Prof. Ranjeet Chitale.

Post- lunch at PUMBA, the paper presentations followed concurrently, which were on various themes. The cultural event in the evening was enjoyed by everyone as it was a ghazal program, with all old and new melodious songs.

The paper presentations by the delegates and students continued on the second day of the conference. The **Valedictory Session** in the afternoon saw a number of eminent guests making their presence felt. The Chief Guest for the session was **Dr. Ganesh Natrajan (Chairman NASSCOM,CMD, Zensar Technologies)**, the guest of Honor, Dr. P.C. Shejwalkar (Professor Emeritus), Dr. (Capt.) C. M. Chitale, Dean, Faculty of Management, Dr. B.V. Sangvikar, Head of the Department and Dr. Praful Pawar (Conference Secretary).

The winners of the **Student Research Paper Contest** were awarded prizes and certificates by the guests. In the speeches that followed by the esteemed guests, each of them congratulated PUMBA for having organized such a well planned event, with the most apt theme at the backdrop of the current economic crisis. Dr. Ganesh Natarajan was very optimistic about the recovery in India provided we have more employable people, who are the one's who can contribute to the growth and prosperity of the country. One of the striking comments made by him was that it is nothing but a recession of negative sentiments and feelings and this needs to be corrected.

Dr. P.C.Shejwalkar stressed on the need to have lean management which consists of stopping wastages and over production, reducing the waiting time so as to overcome the current downturn. He also said that the conference will definitely add value to this subject as it has received an overwhelming response. Dr. Joshi in his speech mentioned that the main problem behind the crisis is the poor regulation and fiscal system in the global economy and this needs correction. The session ended with the vote of thanks by Mr. Rajesh Pahurkar.

The event was a grand success and each of the participants left with a lot of new knowledge on the subject. The event would not have been successful without the efforts of the entire PUMBA family, right from the Dean, the HOD, the faculty members and last but not the least the students.



Sports Talk

By Kunal Sultania



Kunal Sultania is first year student of MBA++ at PUMBA. He is a CA inter and Specializes in Finance. Beyond a life full of management books, presentations and case studies, he devotedly follows latest news and current trends in sports and cars, which remains his passion for life.

INDIA IN NEWZEALAND:

Just when it looked that the results of our cricket team would be no better than our last tour down under to the kiwi land back in 2002-03, the way the world champions at T20 were baffled down in their own game 2-0, and when it was inevitable that only divine help would help India out of the jinx, god of cricket, Sachin Tendulkar comes to the rescue of our team along with some amazing performances by Virendra Sehwag, Yuvraj Singh and the skipper himself M.S. Dhoni which turned the tables around and India won the 5 matches one day series comfortably 3-1.

It was time for the real test at the highest level of international cricket, Test Cricket. It has been 41 years when India has registered their first series triumph over the kiwis in their own backyard. With some phenomenal performances by the Indian team over the last one and half years, the whole of country along with worldwide cricketing fans are hoping that this team under the cool headed skipper M.S.Dhoni would definitely win the series and it would have been no better the way Indians won their first test match in Wellington by 10 wickets, with the batting damage done by the Little Master, Sachin Tendulkar who added another ton to his now tally of 42 and the bowling department by Harbhajan Singh who took six wickets in 2nd innings.

With second test match underway in Napier and New Zealand sitting strong after the end of 2nd days play India would again require some master class by our Little Master and some brilliant batting display by remaining batting order if India would like to remain in this Test match. M.S. Dhoni could not play this match because of back problem where Virendra Sehwag has to handle the thinking cap of India.

On the other hand, India missed out on the \$75000 prize money in the annual ranking championship held by ICC in one-day matches. India could only finish up to 3rd spot in both formats one day and test. India narrowly missed out to the second spot to South Africa in the test and Australia in one-day matches. In one day South Africa booked 1st spot and in test Australia is ranked 1st. But if India wins their second test match in Napier they could replace South Africa from 2nd spot.

IPL NOW NRIPL

The most awaited extravaganza of the year IPL is back this time not with new changes in the cricketing format or any rules but a new venue altogether. Yes after all the headlines and battles between the govt. and BCCI, the Indian Premier League 2nd season would be played in 8 different venues in South Africa. The rainbow nation would host this cricketing extravaganza after the state govt. in India denied the chance of cricket be played in country on account of high security reasons amidst the general Lok Sabha election during the same time in the country. It would be very surprising and interesting to find out how fans in



South Africa would have cited "overall what it promises is to be yet another action packed high voltage match of sixes than fours. Fans better carry a protecting shield as you never know Chris Gayle would whack your head off very 1st ball."

PUMBA TALKS...

Question: Indian Premier League in South Africa – Do you think it is justified?



Swapnil Khapekar (1st Year MBA++):

"I think it is right to have IPL in South Africa considering the terrorist attacks in Mumbai and on the Sri Lankan team & the upcoming elections. Also, having IPL abroad can give us different entertainment than what we have in India."



Akshay Tathe (1st Year MBA++):

"Shifting the venue is completely justified. India has more pressing matters at hand that need the help of security forces. With elections round the corner, people should realise that nation comes before a cricket tournament. They can still enjoy the matches on T. V."



Rashmi Ranaware (1st Year MBA++):

"I think that by shifting IPL to SA, we have actually given out a wrong signal to the world. It shows that even we are not sure about the security issues in India; on what grounds do we expect investment to flow in? We are also losing out on revenues just because of the paranoia post Mumbai's- 26/11."



Vikas Sharma (1st Year MBA++):

"Yes it is justified because according to U.S. Intelligence, IPL could be the next target for terror attacks and India was not in a position to provide security to the players due to the elections. BCCI has fulfilled its social responsibility by allowing SA to host the IPL."



Girish Nerkar (1st Year MBA++):

"I don't think it is justified. It is INDIAN Premier League, so it should be played in India. Outside India, it'll miss the flavour. The atmosphere in Indian cricket stadium can never be matched outside."

Logo Quiz (II)



By Amod Moghe

Amod Moghe is a 2nd year MBA++ Marketing student. Amod has done his B.E in Mechanical from AISSMS college of Engg. and has one and half years work exp with Tata Auto comp systems Ltd. He is currently placed at Mahindra and Mahindra Automotive Ltd.

If you can identify these logos, please send in your answers to nexus.pumba@gmail.com. The winners of this quiz and the correct answers will be declared in the next edition.

1



2



3



4



5



6



7



8



9





The answers of
as follows –

Sector:

1.Lincoln

3.Mercury

Mustang

(These 5 are Ford brands)

6. Dodge 7.Chrysler 8.Chrysler

9.Lexus 10.Scion (These 2 are Toyota)

Communicate to Impress Part XIII

the previous Logo Quiz are

Automotive

Motors 2.Mazda

4.Ford

5.Volvo



By Shweta Chhabra

Shweta Chhabra is a 2nd Year MBA++ student & specializes in Human Resources. She has done her Masters in Counseling Psychology. She has a considerable professional experience in the area of Soft Skills Training & Counseling and served as a personal trainer to the MD of Bilcare Ltd and is now an entrepreneur.

Winners Never Neglect This

The winners and leaders in life know how important great communication skills are. Not just for success but for great relationships and lasting happiness.

Winners pay attention to communication and they are always keen to improve. They never settle for just okay or acceptable - they aim to be excellent. And so should you and I

How to Improve Quickly?

The best way of improving communication skill is through practice. There are some easy and fun ways that you can improve your communication skill, though, so you needn't worry about it being too hard to do. Remember that communication can be either written or spoken. Both of these improve with practice and here are some fun ways to do that.

1. Write down your thoughts

Just write down anything. It can be impromptu and you don't have to show these ideas to anyone. This helps you to be able to order your thoughts logically. However, if you find that you enjoy this way of expressing yourself, you could join an online community or article database which will publish your articles. There are lots of opportunities like this online and some even offer payment, but what is probably more important and more gratifying is knowing that people are reading your opinions. You may even find a site where articles are ranked by your peers. If you dare to subject yourself to such ranking, then you can be pleasantly surprised at how highly regarded your writing becomes.



2. Learn from other communicators

Watch speakers on TV or go to lectures. See how the experts do it. You can learn a lot this way, seeing what you liked about their way of putting their message across. In improving communication skill, it's important to have the confidence to get your own style. Getting some tips from others is fine, but no-one has all the answers and you may well have some good ideas yourself. Your communication style needs to be individual to you and you need to feel comfortable communicating in this way for it to be really effective.

[cont.]

3. Try the telephone

Telephone conversations take a different set of skills. Obviously, one big difference is that you can't read body language of the person you're talking to on the end of the telephone line. Also, without this body language to read, silences can seem much longer over the phone. They are still important pauses to allow people to think, though, so you need to learn not to be frightened of these pauses in conversation.

4. Chat to people

Try holding a conversation with anyone you meet –like bank cashier. Anyone. It's the practice that matters.

5. Strike up a debate

One way of improving communication skill that you may not have considered is getting a few friends together and having a friendly debate. Pick a current topic in which you are all interested. It doesn't have to be anything weighty or in anyway controversial.

In fact, whilst you are just starting out improving your communication skill, it really should be something light and fun in which everyone can participate. Serve up the coffee and have fun with the debate. It can be casual and low-key and if you really want to have fun with it, switch to argue on the opposite side a little way into the debate. That's a great way of improving communication skill. Keep it impersonal and remember not to directly attack anyone and you can have a really fun time and also learn a lot in the process.

So, try a few of these tips and see how much more comfortable you feel in communicating with other people, both people you know and strangers. You will soon be improving communication skills in all areas of your life and you should be enjoying it too.

And do remember, exceptional communication skills can be learned.



Answers to Word Power :

1. Unharmmed
2. Vex
3. Premonition
4. Reckless outlaw
5. Degrade

Answers to G.K. Quiz :

1. Mujibar Rehman
2. Zambia
3. Caspian Sea
4. Canada
5. Verkoyansk in Siberia