



Year 2
Volume 7
Feb 2015

insight

RMD Sinhgad School of Management Studies, Warje, Pune

Happy Thought

If somebody offers you an amazing
OPPORTUNITY
but you are not sure you can do it
SAY YES
then learn how to do it later!

Read for...

[New Product Development \(NPD\)](#)

[Internship – Big Bazaar](#)

[RMDSSOMS Placement](#)

[Mother's Garden](#)

[Chill Zone - Spectrum 2015](#)



**RMD Sinhgad School of Management
Studies Campus, Warje, Pune**



Dear Students,

I wish you heartiest congratulations for overwhelming participation in Sinhgad Karandak (Spectrum, Neon) 2015!

More than 45 teams' / 150+ MBA students' participation in 14 different events of Spectrum is really outstanding! Every event demands different skills, qualities, thinking process and response time. You all have made it. I really appreciate you all for participating in New Product Development (NPD), Adzilla, Mad Adz, Box Cricket, Brand Maniac, 100 Rs. Entrepreneur, Punk the Junk etc.

You also got opportunity to compete with students from other institutes who came from different corners of India. Multi-directional participation always raises level of competition and in turn increases learning opportunities. Students from diverse background bring their own ideas, culture, communication skills and showcase leadership. This goes beyond what is available in books. I can call such moments as - *Applied MBA!*

Now events are over. Results of events are out. Many of you must have participated in such events for the first time. Some of you might have won while others might have lost by an inch. Moments of celebration or loss have gone. Now it's the time of introspection. Based on your and others' performance, have you done your SWOT analysis? If not, you are missing something extremely important. Analysis will help you understand future course of action for development which will make you winner in upcoming challenges in life.

I appreciate all faculty members for putting their best efforts in encouraging and pushing students to participate in events / competitions where they get platform to use their talent. Faculty members have really worked hard to ensure smooth execution of event – New Product Development (NPD) hosted by us. Your hard work is tangible and is highly appreciated by management.

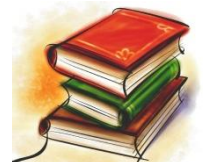
I congratulate all the students who have got placed so far. This has happened because of your own sincerity, efforts and talent. Shape given by faculty member is an added advantage!

There is lot more in store for you. You would be happy to know about RMDSSOMS's association – Memorandum of Association (MOU) - with various organizations from versatile industries. This is of mutual benefit. Students can expect more options of hard core Summer Internship Projects, Placements with profile of interest, opportunity to spend time in those organizations and get expose to business environment and lot more. They will be giving opportunities to faculty members as well to work with them. This is a new beginning of all round development! We will be running two STP cycles in this semester. This time, in STP, Psychometric Tests are going to get conducted. These will reveal your hidden potential. There will be few industrial visits

Activities and plans are many. What is required is your active participation! I am sure you will continue performing with equal zeal and zest every time and make us feel proud!

Dr J John Peter

Dean





It is well said that competition is all about journey and not the outcome.

In Spectrum 2015, one of the competition that challenged creativity of participants was New Product Development (NPD). Participants were given theme – “**GREENOVATION**” & they were expected to come

prepare with their innovative ideas. These ideas were expected to be practical, feasible and marketable.

Student volunteers ensured smooth registration & administration process. Very enthusiastically they decorated competition venue

All teams presented their novel ideas and thought processes.

From 1st round, 6 teams were shortlisted. From 2nd round, 1 Winner and 1 Runnerup team were selected.



21/01/2015 09:50



More than 20 teams from 7 different colleges across Pune participated in the event. From RMDSSOMS, event was successfully planned & coordinated by Prof Amar Narkhede, Prof Prashant Patil and Prof Ravi B. Achaliya and very well supported by all other faculty members.



21/01/2015 10:00



21/01/2015 14:42





Shirin Mujawar

Student
MBA 1st Year

Have you heard of “Sabse Saaste Din” at big bazaar?. I am sure you must have been part of it.Well I been the part of it as a sales management trainee.

I Shirin Mujawar Leading a team of five includes Venkatesh Dayma,Mayur Shinde,Parag Jawale,Harish Kolhe,we all were very enthusiastic to experience the other side to customer.On 24th of January 2015 we all reported the big bazaar kothrud and the head of the departments designated the job for each of us.

For the coming three days we were supposed to help the sales department to attain the target.I was designated to ladies garments section,venkatesh was for kids section and mayur,harish and parag were for trolley management and customer seva.

The three days internship was for 8 to 9 hrs each day.This internship awarded us stipend and certificate on the completion of three day task and the sales experience which was priceless. My team members Harish, Mayur and Parag were blessed by senior citizens since they helped them in escorting their shopping bags to cars.

Our contribution to Big Bazaar made new records in their turnover and we all got appreciated for our work.

There were a lot of learning from these 3 days. One of the most important was “Sales is the important aspect for professional”.

These successful 3 days have added one more feather in our caps.





Name - Amruta Anant Kadam
Company – Venturra Pvt. Ltd.
Specialization - Marketing



Name – Pranali Mardhekar
Company – Devine Impex
Specialization - Finance



Name – Suzi Veeram
Company – Cybage Software
Specialization - HR



Name – Joanna John Samuel
Company – Credit Suisse
Specialization - HR



Name – Rakesh P. Sahu
Company – Jindal RHM
Specialization - Marketing



Name – Sagar Halbhavi
Company – Devine Impex
Specialization - Finance



Name– Kalyani Ramesh Mane
Company – Devine Impex
Specialization - Finance



Name – Rutuja Raju Shinde
Company – Motilal Oswal
Specialization - Finance



Name – Manish Patil
Company – Serco Global
Specialization - Marketing



Name– Shital Khairnar
Company – Devine Impex
Specialization - Marketing



Name – Vaishali Ozha
Company – Morpheus
Specialization - HR



Name – Shivani Khare
Company – ICICI Securities
Specialization - Marketing



Role of Flowers of Life:

Flowers possess the power to bestow happiness and make us cheerful. On different occasions, individual make use of different types of flowers to express their feelings and emotions. They enhance the beauty of the surrounding where they are kept. Apart from conveying emotions and feelings, they are capable of influencing our moods. Recently studies have proved that the presence of flowers can produce joyful emotions and help to reduce stress and pain.

"When you take a flower in your hand and really look at it, it's your world for the moment. I want to give that world to someone else. Most people in the city rush around so, they have no time to look at a flower/nature. I want them to see it whether they want to or not."
Georgia O'Keeffe



Prof Priyanka Bachhav
MBA Faculty



