



# THE GSIMR TIMES

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Volume: 6

## EDITORIAL

The rich and vibrant festivals of India are a testimony to our diverse tradition and culture. Festivals in India revolve around Lord's birthdays, traditional myths, seasonal changes, relationships, and much more. Festivals are celebrated irrespective of religion or caste in the country, bringing people closer and creating a strong bond of humanity. Indian Festivals also convey the beliefs, principles and preaching of our religious leaders, and in some or the other way they give a lesson on how to lead an optimal life. Every religion preaches some management tactics which we follow everyday, but seldom we realize that this is what management is all about. This Issue of 'GSIMR Times' is dedicated to these management preachings of various festivals celebrated by different religions. Since this is an upcoming festive season, we have tried to bring to you mythological stories which give us learnings of management.

## EDITORIAL TEAM

Chief Editor: Dr. Sangeeta Jain  
Editor: Dr. Rashmi Badjatya  
Guest Student Editor: Ms. Kaushiki Dubey  
Student Editors: Ms. Nisha Sharma



### Ms. Drishti Banarjee

**Dusshera** is celebrated on the tenth day after 9 days of Navratri, by towering and burning effigies of an extremely powerful demon king **Ravana**. He is hated by most, but many of us are not aware of his **knowledge, persistence and conquests**. He was a great **Poet** and **Scholar** of Shastras and Vedas, Great-**Grandson** of Brahma, Lord Shiva **Devotee**, master of **Sciences**, great **musician**, excellent **Warrior**, good **King**, good **Politician** but he could not control his desires, because of that not only he ruined himself and also his entire kingdom, he could not enjoy anything because of excessive desires,

There are enough reasons to know why leaders/future leaders should be able to **subtract the Ravana - desires** and could have been a great example of a successful leader.

1. Letting go off ego (**Ahamkara**)
2. Let go off attachment (**Moha**)
3. Let go of self-perfection which leads to regret (**Paschyatap**)
4. Conquer anger (**Krodha**)
5. Shun hatred (**Ghrina**)
6. Get rid of fear (**Bhaya**)
7. No way for jealousy (**Irshya**)
8. Let go off greed (**Lobha**)
9. Fight the lust (**Kama**)
10. Stop being insensitive (**Jyaddati**)

The 10 heads of Ravana symbolizes the destruction of these 10 negative feelings/desires.

Dusshera is also known as Vijaya Dashami, winning (Vijaya) over the 10 (Dashami).

## WORDS OF ALUMNI



**Mr. Lokesh Jain**  
Assistant Vice President  
Branch Manager  
HDFC BANK LTD

One of the most interesting stages in life that gives you an opportunity to explore is the "college phase". Whenever I listen a bollywood song purani jeans aur guitar, my old memories start rotating in front of my eyes.

"My experience at GSIMR has taught me many fundamental things" life is unpredictable. It might be good, it might be bad, it might be weird, and it might not interest you, but expect anything to happen. It is a perfect blend of joy and hardships. You meet different people, you interact with them, you learn about their cultures and grow as a person. We have grown up under the guidance of Director Mr. A K Chittle which gave us 360 degree change in our thoughts and action. I still miss my volleyball team, court and sitting on stair and waiting for friends or lecture. Thank you so much my all faculties, friends and campus of GSIMR to give me such a wonderful memories and making me a person what I am today.



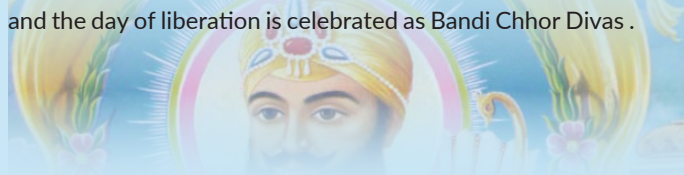


# DIWALI AS BANDI CHHOR DIWAS LIBERATION WITH INNOVATION

- Dr Manmeet Singh



Sikhs call Diwali as Bandi Chhor Diwas. One of the most important events in Sikh History when sixth Guru, Sri Guru Hargobind Singh Ji facilitated the release of 52 Hindu Kings and princes from Mughal prison in Gwalior. Guru Hargobind demanded that they too be released with him. It is said that Jahangir agreed to the demand but on the condition that each prisoner must be holding on to the Guru's Chola as he walked out of the prison gates. However, the Guru delighted in this challenge by having his tailor make a special Chola with 52 panels attached to it. At the appointed time, the Guru donned the heavy Chola, which stretched for yards behind him. The 52 princes each grasped a panel; 26 on the right and 26 on the left. Walking behind the Guru, careful not to let go, they stepped out into the sunlight and freedom, to the cheers of the Guru's Sikhs. From this time on, Guru Hargobind was known as Bandi (prison) Chhor (liberator), and the day of liberation is celebrated as Bandi Chhor Diwas.



# NARKASUR

- Ms.Nisha Sharma



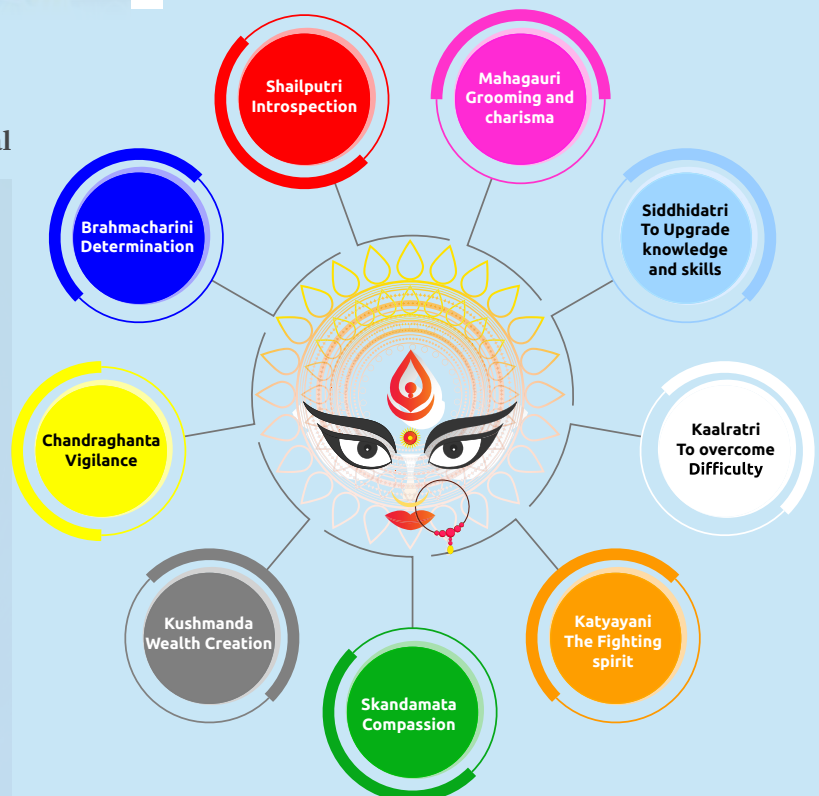
Naraka Chaturdashi is a Hindu festival, which is the second day of the five-day-long festival of Deepavali. The Hindu literature narrates it was Satyabhama who with her husband, Krishna, killed the demon king Narkasura with whom this day is associated with. Narkasura was the demon son of Vishnu's boar avatar Varaha and the earth-goddess Bhudevi. As the unrivalled emperor of Pragjyotishpur, Narakasura brought all the kingdoms on earth under his sway, capturing 16,000 princesses of defeated kingdoms, and imprisoning them at Audaka atop the mountain Maniparvata, guarded by Mura, the five-headed demon and his ten sons. Krishna who was aware that Narakasura as per the boon by Brahma, could only be killed by his 'mother' Bhumidevi, and that his wife was an avatar of Bhudevi, decides to kill Narkasura. Krishna killed Narakasura and freed 16,000 and to restore their dignity, Krishna married these women and gained 16,000 wives. Krishna also killed Narakasura's general Mura and thus came to be known as Murari, the enemy of Mura.

**What lies behind this simple story of victory of good over evil is the subtle subtext: illuminating the importance of cooperation and collaboration for perfect partnership in a relationship.**

# DYNAMICS OF GODDESS

- Mr. Raunak Joshi & Ms. Simran Kaur Uppal

**Navaratri** is recognized as a festival of unity, harmony and fraternity in honour of the divine feminine Durga. Nine days associated to a incarnation of the goddess and different colours, that add beauty to this festival. Each colour has its own relevance and they together make this festival colourful. Navratri is celebrated by worshipping goddesses and people enjoy by playing dramas, plays, dandiya and garba, classical and folk dances. People also show their faith by fasting for these 9 days. These 9 avtar are durga associated with specific teaching and colour, depicted in Image and collaboration for perfect partnership in a relationship.



## QURAN AND MANAGEMENT PRINCIPLES

- Compiled By Dr.Rashmi Badjatya

### Management from the scriptures- Quran



Eid-e-Milad is celebrated to commemorate the birth of Prophet Muhammad. It is believed that the Prophet was born in Mecca on the twelfth day of Rabi-ul-Awwal in 570 CE. The day is dedicated to the Prophet and the dogmas of Islam. The Quran has been placed as a source of Islamic educational principles because of its universal nature.

**Management today is defined as Getting things done through others:** A good manager is a person who not only knows what is to be done but exactly how to get it done. The Holy Quran confirm [43:32] "We raise some of them above others in ranks, so that some may command work from others."

The Holy Quran emphasizes, in essence, the creation of appropriate hierarchies and the division of responsibilities subject to individual capabilities and has laid down the institutional framework for putting these golden rule into practice:

- Obedience and Respect for Authority;
- Joint consultation and Motivation
- Principles of Equal Opportunities
- Motivation and Commitment.

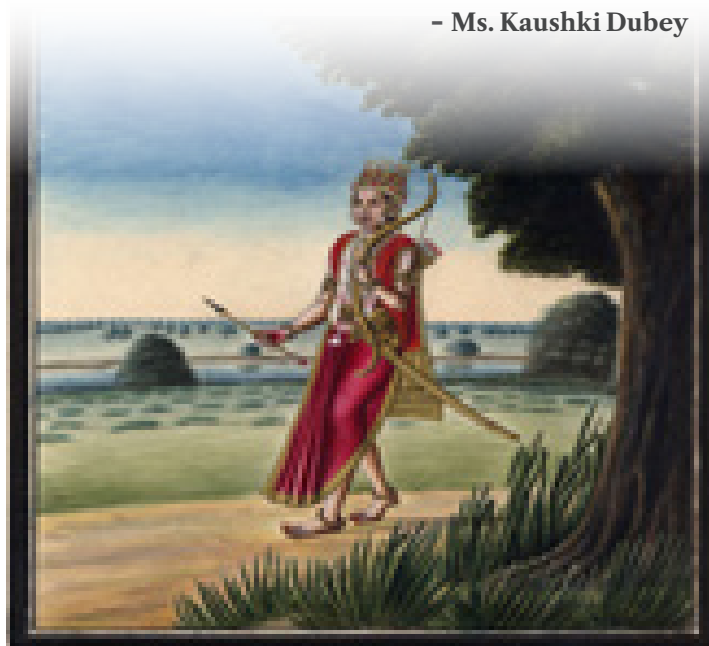
**Success and prosperity is the outcome of commitment to certain golden principles of life,** and not out of luck and fate-principles that are readily available to us in the Holy Quran. These principles are independent and universal of any particular profession and primarily aims at **building a "whole" man capable of achieving his true potential** in the purpose of his life-either through some



## SHATRUGHAN

### -THE UNSUNG HERO OF RAMAYANA

- Ms. Kaushki Dubey



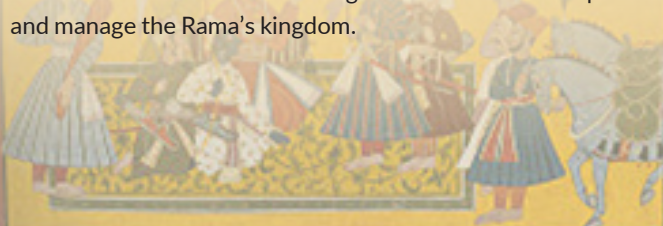
### Shatrughna.

Shatrughna (also known as Ripudaman) and Laxman were sons of the second queen Sumitra, wife of Dashratha, the King of Ayodhya. Shatrughna was attached to the unworldly and devoted Bharat, son of Kaikey, and followed him everywhere. When Bharat placed Rama's charan paduka (sandals), on the throne and went to live in far and away in Nandigrama, a straw hut. It was Shatrughna who assumed the mantle of royal duties and the running of the Kingdom. For fourteen years.

**Shatrughna duties give light to our generation**

- Shatrughna ruled, like an alert soldier and administrator, whatsoever the situation is one should be ready for the same and should be calm at particular moment.
- Shatrughna made sure that the Queen mothers did not feel the absence of their sons, we should respect the wishes, thoughts and emotions of every individual and act accordingly.
- Shatrughna was a good administrator, "He managed to forecast, to plan, to organise, to command, to co-ordinate and to control." We should follow basic functions.
- Shatrughna took the responsibility of kingdom as well as all three queen mother's, his wife and sister-In-Laws which gives us the lesson to how to built a balance between your profession and personal responsibilities.
- Shatrughna is a pious personality with a mixture of handling responsibilities with Patience and Strength. One should be cool and calm in every situation.

Celebration of Deepawli is not only because of return of Rama, Sita and Lakshman but also Shatrughna's selfless efforts to protect and manage the Rama's kingdom.





# SOLUTION OF GLOBAL CHALLENGES THROUGH MAHAVIRA DARSHAN

- Dr. Sangeeta Jain



Lord Mahavira was born on March 30, 599 B.C. and attained the nirvana in the year 527 B.C. at the age of 72. **Diwali** marks the anniversary of Nirvana (final release) or liberation of Mahavira's soul, the twenty fourth and last **Jain** Tirthankara of present cosmic age.

The key challenges in today's world are **Terrorism, Climate Change, Inequality**. It is coincident that solutions are lying in the three A's principal of Mahvira darshan, prescribed in that era: **Ahinsha** (Non-Violence), **Aprigrah** (Renunciation), **Anekant** (Multiplicity Of Views).

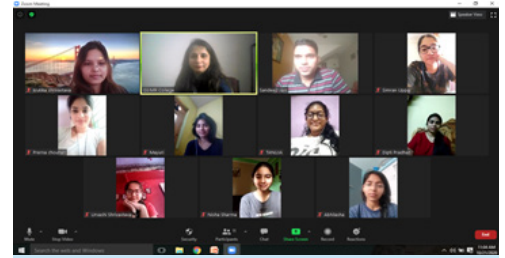
**Ahinsha** : Violence gives rise to counter-violence. Ahimsa is a sustainable solution for violence and terrorism. Presently there is need for training of non-violence

**Aprigrah** : Acquire enough to survive but avoid anything in excess. The whole world is concern with the problem of Global Warming, increasing temperature of the earth. Bhagwan Mahavir 2600 years back said that do not use our resources of water, vegetation, minerals etc recklessly. Resources are limited, wishes are infinite, unlimited expectations cannot be fulfilled with limited resources.

**Anekant** : Difference of view points, quite often, add to the knowledge and one should infer, only after hearing diverse views on any subject. If it is not done, then the conclusions reached could be biased or incorrect. For example, we are all familiar with the story of the eight blind men and an elephant. There the views expressed about the elephant by each of the blind men were correct but only partial knowledge could be obtained from any one view. The total knowledge about the elephant could be had only by listening to all.

The principles given by Lord Mahavira, thousands of years ago, hold good to solve the recent world issues, and in fact if every individual practice these principles, these problems/issues would not even materialize.

## NEWSFLASH



### ONLINE CLASSES IN FULL SWING

The Corona pandemic has made a global impact; education sector is one of the most affected. Thanks to technology, our students are able to utilize valuable time in their education during the imposed lockdown amidst fears of pandemic. With the onset of new academic session, online classes for MBA III Semester have begun. A new Specialization is introduced this year: Business Analytics, We are offering classes for all specialisations.

### Research Work



### FACULTY DEVELOPMENT PROGRAM

As we know that faculties have the most important role to play in shaping the student's career and unarguably an institution having the best faculties who are skilled in latest technologies will top the charts in coming years. FDP session takes place at GSIMR on every Friday; the last few weeks were spent discussing the caselets on general Management and Finance, moderated by Dr.Sangeeta Jain and Dr.Manmeet Singh. Rigorous Brainstorming sessions helped all the faculties to look at the cases with a different and analytical view.

### MRP FIELDWORK INTERNSHIP



MRP/Fieldwork/Internship in curriculum of MBA Programme is to provide students an opportunity to investigate a management problem in a scientific manner. It enables them to apply the conceptual knowledge in a practical situation and to learn the art and science of conducting a study in a systematic way and writing a report. A Special session has been conducted by Coordinators Dr. Dheeraj Tiwari and Dr. Neha C.Modi to guiding students for their MRP/Fieldwork/Internship and guide has been allotted for further guidance. Session was attended by maximum no. of student's. After the session students selected their area of interest like MRP/OJT/Internship.

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