



Volume 1, Issue 1
May'13 Edition

Spoke's wheel

Communicating opportunities, news, events for exchange of neoteric synergy...



SPOKE'S WHEEL

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HINDUSTAN INSTITUTE OF MANAGEMENT AND COMPUTER STUDIES

Director's Message

I am happy to learn that students of HIMCS are commutating e-magazine "THE SPOKE'S WHEEL". I am sure that such type of initiative of the students would provide a platform for the exchange of ideas among students' community, educationist and business leaders. This initiative of students will establish itself as the vital link between academia and industry.

I wish all the best for the success of the endeavors.



Prof. (Dr.) Naveen Gupta

Registrar's Message

I am delighted to know that group of our Management students under the flagship of "Think Tank Forum" conceived an idea and flagging off a monthly E-magazine titled "The Spoke's Wheel".

I am sure this magazine is a beginning of our endless journey towards building a platform for exchange of excellence and innovation in the knowledge of sphere. I wish you all for "The Spoke's Wheel" get off to a flying start with help from academicians, industrialists and students.



Major(Retd.) N.P Singh



Got bored of just class room education?

Let's make an effort to make our studies more interactive and interesting...

Introducing you with “THINK TANK”, an initiative towards the same thought. A forum that will give an opportunity to participate in various activities so that one can explore ideas. Think tank is a means of introducing new era for not just knowledge but for learning. Through this forum, we will try to explore education with practical business environment to understand it in playful and creative manner.

So get ready, as it is time to change ourselves in order to match pace with today's competitive world. Think tank is an effort to set a platform for those who want to stand out of crowd. So please come and join us, be participative.

We would be looking forward for all your support and ideas.

“Corporate governance in institutions of higher learning”

If India has to become a global leader in Economic development, then its industries and Education sector has to pay attention to detail in implementing its own unique corporate governance models. Industrial growth in India along with the development of corporate culture started only after the country became free in 1947. However, with the characteristic of the country's governance continuing to be feudalistic, and its political system degenerating to be pseudo-democratic, the governance of most of the country's industrial and business organizations thrived on unethical practices at the market place while showing scant regard for the timeless human and organizational values in dealing with their employees, shareholders and customers. A lot has been written about corporate misgovernance in Industries across the globe and the reasons thereof, but not much information is available on Corporate (mis) governance of Institutions of Higher learning (IHL).

With particular reference to reflect how the selected countries have responded to the global trends of marketization, decentralization, privatization and commodification resulting from the growing impacts of neo-liberalism and economic rationalism, one can critically reflect on how the management/governance reforms introduced have really transformed school and university governance by closely examining the gap between the policy rhetoric and the policy reality. Herein a case in point is the development of corporate Universities in China where organizations such as Motorola and Lenovo have come forward in establishing Corporate Universities to capture the essence of synergy between business organizations & the Academic Institution counterpart. In India we have the Azim premji foundation or the Shiv Nadar foundation having forayed into developing universities & Academic Institutions as part of their philanthropic and Corporate Social responsibility initiatives. It is note-worthy that one of the prominent issues is the dilemma between the assertion of academic freedom and the deepening governance/management reforms in universities & Institutions of Higher learning. University governance change taking place in Asian universities along the lines of the corporatization and privatization has significantly transformed the lifestyles of academics, particularly when a growing number of academics have found their academic freedom being threatened by the excessive controls through the quality assurance exercises and the continual quest for the world-class university. The mute question is how we can improve our systems & quality of University governance by imbibing the right kind of culture & value system to bring about a continuous sea change in the life of the stakeholders.



Mr. Neelesh Kumar
Asst. Prof.
 HCST



Life Is Accountancy

Sometimes we feel that despite of doing good or performing good duties(deeds) or worshipping GOD or praying we do not get good results or happiness, our troubles or problems or difficulties do not disappear .While on the other hand we see that some people despite of indulging in bad work or bad deeds or not worshipping or not believing in GOD or not being religious , live a comfortable life or remain in happiness.

Actually our results are the outcome of our duties(deeds) performed only. Bad work leads to bad outcome and good work leads to good outcome (***Theory of Karma, "Jaisa karma karega waisa phal dega bhagwaan"***)

As in Accountancy we open account and record and post transactions in the individual account. Similarly each soul has its own account. The duties we perform are recorded on the two sides of the account, bad on one side and good on the other side.

Following the rule of Accountancy, every transaction has a dual aspect. The aspect which gives the benefit is credited and the aspect which receives the benefit is debited. In the same manner the good duties performed by a living being are recorded on the credit side and the bad duties performed are recorded on the debit side of his/her account. Performing duties each soul die at the end of the life leaving debit or credit balance in the account as the case may be .Each soul takes rebirth with this closing debit/credit balance and the account is reopened with this opening balance . And concludes or thinks that there is nothing like good or bad . Actually, the person who is doing bad duties will be debited in his account and when his credit balance will turn into debit balance he will also get bad results.

However the degrees of good and bad work may be different. The degrees of bad duties, for example, theft, rape murder, deceiving someone or consuming bad things are different and accordingly the account is debited with different amounts. Sometimes we see or listen that a particular person spent his whole life doing good duties, despite he didn't have any pleasure or suffered or struggled the entire life. This is because his degree of bad duties in the previous lives were so high that the entire credited amount in his present life could not cross the debit balance of previous life. Similarly degrees of good duties also vary and accordingly the account is credited with different amounts.

To summarise every outcome in life is the result of the duties performed by us. Although the results depends on the debit or the credit balance of the account. Religiously, we say that each person is getting according to punya(good duties) or paap(bad duties) performed may be in previous life. Therefore, we should always try to do good even when the things are not in favour and even in adverse situations we should move in the right direction and should try to remain happy in the periods of disparity or depression phase and wait for the favourable time. This will lead to reduce our debit balance and when we overcome this balance and turn into credit balance, no one can stop us from getting good results.

To conclude every good job or good deeds leads to good result in life and vice-versa, may not be immediately due to our previous balance. So keep on doing good things or good transactions in life as the religion say, ***Jaisa karma karoge waisa phal dega Bhagwaan*** (GOD will give results as per your duties/deeds).

Remember ***"every debit has a corresponding credit"***.



Mr. Mayank Jain
Asst. Profh
Himcs

TATA CONSULTANCY SERVICES

AREAS OF OPERATION	IT services, IT consulting
YEAR OF INCEPTION--	1968
YEAR OF LISTING –	25 AUGUST, 2004
CATEGORY LISTED-	PUBLIC COMPANY
STOCKPRICES-	BSE: 1369.95 NSE: 1370.00
EMPLOYMENT BASE-	276,196 (2013)
STATUS-	GLOBAL
PARENT COMPANY -	TATA GROUP



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CEO & MD-	N. Chandrasekaran

CEO POINT OF VIEW -

The No-Longer-Hypothetical Case for Jumping on the Cloud:

Tata Consultancy Services has watched with great interest the ongoing development of cloud computing. We have advocated the opportunities in multiple Innovation Forums and through different media since 2004. We have sought out the best practices in using this new technology by bringing our clients, venture capital firms, startup companies, professors, industry analysts and other technology companies together to talk about the implications of this on major business and technology issues of the day.



Sonal kalra , Hindustan times

Published on, Feb 9 , 2013

Do they irritate you too?

You know what, I've realised one thing. I may someday end up writing Pulitzer worthy stuff (ha!) but all that you guys would ever want from me is mindless rants like this one. Isn't it? I've tried taking up seriously meaningful topics in this column, and yes, a lot of you do write back. But on

occasions when I simply vent out against the walking pests around us, a floodgate of feedback opens. So, in the interest of the print equivalent of the TRPs, i.e very much on popular demand and not to ever concede that I may have run out of topics, here's yet another list of people who bug the life out of me. For once, I've done serious research on the Internet to come up with these, so please don't take it lightly. I also intend to add to this list every other week, and you are most welcome to add your pet peeves. Together we'll make the happy whiners club. Here you go.

I can NOT stand....

1. People who, after waiting in the long queue at the checkout counter in a store, put their hands in their pockets to dig out the wallet only when their turn comes, AND who then proceed to make the life altering decision of whether to pay cash or credit. You want to know worse? Some of them, even at that point, turn around to their Pappus and say, "Mummy se poochho kuchh aur toh nahi lena?" If I'm the one waiting in agony after them in the queue, I'm sorely tempted to tell the child to consider me 'mummy' for this purpose but desist only to avoid catastrophic repercussions.

2. Couples who sit on the same side of the table even when there is no one on the other side. Awww, that is so sweet, no? Hand in hand, neck cricked at an angle that will hurt for the rest of the week. I salute your dedication towards love. Now, get a room, will you?

3. People who prolong an extraordinarily boring lecture by posing the most insane questions to the speaker. Sometimes, I feel such people are out to take revenge on humankind a la 'Let's torture people by showing off my intelligence.' But hey, wasn't the lecture torture enough?

4. People who pick up 20 paper napkins when they need just one, and then throw them all away. They either have an exaggerated idea of how un-clean their hands or mouth are, or simply do not care for the wastage just because they're free. Sucks, either way.

5. People who drive up the wrong side and worsen a traffic jam. Tell me, what percentage of brain is required to know that you can't be blocking the path of the vehicles coming from the opposite side? 1.2%?

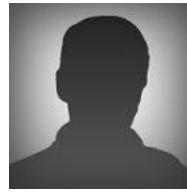
Nah, that's too much to have. By the way, these are the same people who are stuck at the mental age of 12 and who zig zag in and out of lanes on the expressway, much like in a video game. Can the authorities please have a maturity test along with the usual one to see if they can handle brake and clutch while granting driving license?

6. People who toss trash towards the garbage bins, much like basketball stars. And leave it on the ground when they miss. Honorary morons.

7. People who, in a crowded restaurant, bring their 27-member family to stand on the head of the hapless diner who is enjoying the last bits of his meal, and say, "aa jao, aa jao...yeh waali table khaali hone waali hai." Tip: Order a coffee if someone does that to you. And take your time to remember each of your growing up years, after every sip. Five years onwards.

8. People who are compulsive 'high-fivers' and torture their friends by raising their hand to high five even if their joke would have won the Nobel for being the lamest. Sometimes you have to keep your coffee mug away, move your lazy frame several feet forward and bend at most awkward angles to high-five them. You might as well high-five with their cheek.

I could go on and on. Such lists are endless, but will only go on to reaffirm that I have nothing better to do. And that's not true. I am, in fact, working on a super important research project to find out why some people occupy the arm-rests on both sides of their seat in a cinema hall. I shall not rest till I find out what percentage of that territory actually belongs to them. Pray for me



A common girl

I wish I could be as carefree as men...(a wish of every woman)

Mary Shelley once said, **“My dreams were all my own; I accounted for them to nobody. They were my refuge when annoyed-my dearest pleasure when free”**. Unfortunately we live in a world where the right to live the dreams is only with the men, we live in a country where that right is supplemented by a support of coterie who jump to any means in order to fulfil those desires, and last but not the least we live in the society where ultimately the aspirations of the women are sacrificed so that the men do not face any hardships in attaining those dreams. The truth of the statement is very well reflected from the words of this great lady, where she talks about realising your dreams and accomplishing them. However the worst part of the story is that women of our nation are deprived of those basic rights let alone accomplishing and fulfilling their ambitions. Untrammelled in every sphere, dominated by this so called “law making society” which acts as a stymie in their empowerment, entangled in the futile restrictions, encompassed by intense conservatism, I can say that the time has certainly changed, but the rapidity of change in the position and status of the women has been inconsistent with the time over the years. In fact the present decade has brought with itself huge injustice for the women of our nation.

We often see the same story in every normal home where a woman has to go through a serious query session by her mother (sorry how did I forget to mention her father and brother as well) where she is ordered **“don’t go alone”,** go in groups, **“come home before 6”,** take a safe route while coming home from coaching,” Who are you with”?, I could hear a boy’s voice behind, **“why are you late”,** I could hear you talking with someone on your mobile while I was going to washroom” and a train of similar other questions without even listening to their side of the story. I want to ask those **“concerned mothers”** that why don’t the same questions apply to their beloved sons who are being given liberty in every action? Still I have not got any answer to my most curious question and I wonder whether I would really get it someday. Tragedies don’t knock the door before they enter; they are not like opportunities that knock your door twice or thrice, similarly crimes don’t inform and come, as they happen at any time to any person at any place, unfortunately girls being the easy targets.

I think this is again an intentional step to reduce that morale, to exhaust that willpower, to ruin that hard earned enthusiasm and courage of every woman to reach the ladder of success, a violent measure to show the status and position of women that what they really were and what they are thought of today by the men. However again I am very helpless to say that every man and woman in today’s world is governed by his or her own impulse and not by the deliberation, where the people have lost their own thought process and are accepting what is not at all right. It’s the citizens of our nation that have allowed the turpitude to win over rectitude, which sounds really sad.

“A dream is what are heart wishes to make”. I think every woman’s aspirations will be fulfilled if there is some real transformation in the mentality and thinking of the people. I wish every woman could be as carefree as men, as independent as men, where she would not be bound to do any actions against her will and where she would be free from the clutches of those diabolical people. Let’s see when it happens, maybe hundred two hundred years after, one thing would be seriously regretted, and that is I and you and every girl of this present generation would not be a part and beneficiary of this change☺

Wo jaake canteen mein table bajake, wo gaane gana yaaron k saath..

Bus yaadein yaadein yaadein reh jati hain...

Memories are priceless but if one has to identify the milestone in that journey then only one word fits in perfect, that is "College Life" and the best part of this milestone story is "**CANTEEN**".

"where to go?" is the first question which comes to mind if one wishes to bunk the class.. the answer is CANTEEN. "*feeling hungry*"...the answer is CANTEEN. If we look through the window of canteen, it is one place of heavy rush where student visits. One will find mouth watering preparations. Few groups having lunch, few fighting for order placement "bhaiya humara bhi order le lo...ya sirf doosron ka hi loge"...*"aaj kya khana hai?...kuch bhi, jo koi khilade."* Friends sitting together playing antakshari with loud background music of table bang..."yaaron dosti, badi hee ajeeb hai, ye na ho to kya fir, bolo ye zindagi hai." Few gossiping about his girlfriend, her boyfriend, that teacher, "*arey mein to hitlist mein hoon*", "*ajkal to watt laga rakhí hai*", that work...*aj nai kal karenge...karna jaroori hai kya???* Celebrating occasions without any occasion, aj kiska bday celebrate karna hai?, aj kisko bakra banana hai?

Students make friends at this place "*paise kya hai yaar tu to jaan maang le..*" and then getting a reply in return... "*Abe chal...nautanki*". And this is the place even to take a call to cut off..."*aj ke baad apni sadi hui shakal mat dikhana mujhe*". But the most interesting part of this is you'll always find friends fighting for payment..."*oye! kal meine kiya tha na...aj tu de*"..."*arre yaar month end hai, kadki hai*"..."*ladki ke saamne izzat ka kachra mat kar..*"

For me college canteen was one place where I can shed off my depressions and frustrations because it's a land of charm, rejoice and always in motion. The drabest may sound the brightest in the canteen premises. For me and my friends, "Noodles with no cabbage, less soya sauce, less spice was a common order with loud voice repeating all special instructions...bhaiya jaise bataya hai waise hee banana warna dubara banana". Even if you are broke or a bookworm, the charm of the canteen will capture you! For us "A cup of tea was a break from the monotonous lecturers."

In a nutshell canteens are more than simple hangouts which add different flavors to your life. **The canteen can be rightly called the lifeline of a college.** Each emotion of life can be felt and seen at this place, one's college life is incomplete without this experience.

Long live canteen, the lifeline of every college, where you can meet, eat and celebrate the golden days of life.....



Tripti Gautam
Secretary
Think Tank(2012)
MBA 2011-13

Management thoughts



"There comes a moment when you have to stop revving up the car and shove it into gear." - David Mahoney



www.the-happy-path.com

Surili Srivastav

President
Think Tank'12
MBA 2011-13



THINK TANK...a way to fulfill my dreams

Two years back when I joined this college the only dream that I lived was to prove this world that “I” have that spark, that x-factor. And this opportunity knocked my door with inception of Think tank, a student forum for all those students who want to practice management. An initiative for making studies more interactive and interesting.

I can credit think tank for grooming my personality and bringing out that leader within me. Think tank, for me is an opportunity to practice basic management principles: planning, organizing, optimum utilization of resources, etc. All those small big activities that we have organized during our term gave other students an opportunity to participate and a platform to perform, and for us a learning process and gradually we climbed the success ladder. I have also cherished those golden days of my college life with the existence of that informal bond with my team mates. And after completion of this span of two years, I move out of this college with a dream that “WE” practice all we have learned and this milestone of our life exists and keep grooming the young budding managers coming to this college with the dream of doing things differently...





Megha garg
SECRETARY
THINK TANK'12

MBA 2011-13

JUGAAD – IT HAPPENS ONLY IN INDIA !

For all those who thought the title of my article was intriguing enough, rest assured, reading the article itself would be time well spent! I was busy meticulously gulping down food in the hotel, when one said to the other, “*Koi jugaad batao*”, and that hit me. My article was here! Now the first thing that comes to mind is, what precisely does one mean by the word **JUGAAD**. Surprisingly enough, since this word doesn't feature anywhere in the dictionary, let me take a wild aim and try to summarize its exact meaning. Jugaad, in the simplest of words means getting things done. And I can proudly admit to all that, Jugaad, dear friends, happens most widely in India!



The concept of Jugaad is not a new one. Jugaad is the Washing Machine that is retrofitted to make lassi, Jugaad is the hairclip keeping your electrical system together. Basically, Jugaad is the act of finding an unconventional solution to a conventional problem. It exists in all aspects of life be it Sports, Politics, Education or Job Recruitment. It covers all areas of interest to the common man. Practically anything can be done or can be got done. The most important part of it is that you need to be able to identify people who have it in them to get things done or people who seem to talk big but are actually just amateurs in the game. Everyone knows that India is well beyond the 1 billion mark in terms of population and so, having things our way is becoming increasingly difficult. A lot of times, even otherwise honest people want Jugaad, the magical cure, for all their problems. The most damning evidence of the existence of jugaad is in our Law and Judicial system. The remote uproar about Jessica La' murder case involving the acquittal of the prime accused, Manu Sharma, showed how much jugaad can work! Having said that though, this phenomenon is not only practiced by the rich and the powerful. Even the common man, known earlier to be the most honest of the breed, is at the forefront in the race of getting work done.

It may be summarized that Jugaad may be practiced using the following-

1. **MONEY-** Perhaps the most widely used parameter to getting your work done is monetary relief. India is a poor country, with more people unemployed than the total population of Cuba. That means people are always on the lookout to make an extra buck. Politicians lead the people who can be bought with money. The average salary of a government official is roughly Rs. 25000/-. How then, can he afford to buy expensive imported cars, is beyond one's imagination. The fact is that there are many people who want to get their work done, may it be illegal construction, admission into colleges or anything concerning breaking the law, officials top to bottom need to be bribed. Explains why most of the people running out of country are overweight!
2. **CONTACTS-** This comes a close second to money. People holding important posts in the Government, Police and Administration form the bulk of those used by people in their hour of need. Many things such as getting parking permits, car registrations are just a phone call away for many people. As big and powerful as the person might or might not be able to get

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2013



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