

# INCAS<sup>®</sup> Network

INC Alumni Society Magazine

November 2010

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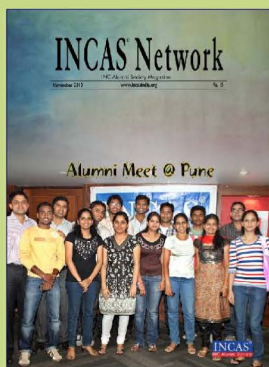
Rs. 15

## Alumni Meet @ Pune



**INCAS<sup>®</sup>**  
INC Alumni Society



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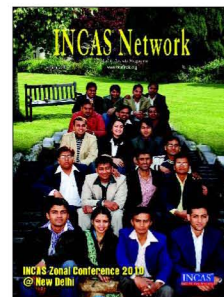
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## YOUR TAKE

It's a great feeling to see ourselves featured in the magazine 'INCAS Network', and I feel that it's really 'our' magazine to share personal and professional news. I would like to thank and appreciate INCAS alumni relations team for giving us such a wonderful platform.

**Satyajit Nayak**

INC-Bhubaneswar, 2007-09



The concept of having a magazine like INCAS Network is good as it brings all our alumni fraternity together. This magazine could be more attractive if it covers industry news, film reviews, best good photographs of historical places and mention its importance.

**Yamani PriyaDarshini**

INC-Guntur, 2006-07

INCAS Network is a good platform to share our views and achievements with fellow alumni throughout the country. This really helps all of us refresh our old memories and celebrate our achievements.

**Nilesh Dhapkas**

INC-Nagpur, 2005-07

INCAS chapter events have given us a chance to meet and recall our golden memories. It has provided an opportunity for us to share our views on various issues with our friends. We wish good luck to all the fellow alumni.

**Mr. Pradeep Baradwaj****Mrs. Isha Choudary**

INC-Ghaziabad, 2005-07

INCAS Network invites articles, stories, poems, book reviews, interesting anecdotes and general feedback from readers. E-mail to [incasnetwork@incasindia.org](mailto:incasnetwork@incasindia.org) and let us have the pleasure of making them a part of INCAS Network.

- Editor

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MBA 2007

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Cover Page: INCAS Alumni Meet @ Pune

## Editorspeak

Hello Friends,

Seasons Greetings!

"If we had no winter, the spring would not be so pleasant: if we did not sometimes taste the adversity, prosperity would not be so welcome."

There has been a lot of good news pouring in from our alumni. During the alumni events and meetings, we have heard from many of you, your individual growth stories, your annual performance and progress in your respective Organizations. Many people belonging to our alumni network have been promoted in their respective organizations. Interestingly we also came across many people among the alumni fraternity who are tying the nuptial knot!

Previous quarter was abuzz with events and activities lined up one after the other at various INCAS chapters in the country. The events were predominantly in the areas of sports and casual get-togethers. Many centers also gave away the INCAS IP awards to the winners. The attendance was good and the response encouraging in almost every event hosted by various chapters.

The alumni are much enthusiastic as ever in building a strong alumni network. In response to our previous issue we have received a few letters from our readers appreciating the alumni magazine and its contents. The alumni have also shared with us their happy moments. People have also responded by sharing with us articles, wedding pictures, career moves, etc.

We mourn the sad demise of Dr. Parul Gupta who was our ex-faculty member and SIP coordinator at Lucknow. We also grieve the demise of Ms. Reeti Singh who was our Varanasi alumna and Alumni Relations Officer at our regional office in Lucknow. May their souls rest in peace.

**Syed H Maqsood**  
Consulting Editor

**Please tell us something about yourself?**

I am a person who believes in one's own capabilities and puts continuous effort to achieve the desired. I belong to a place called "Chaumukha" a small village in Muzaffarpur, Bihar, from where I did my schooling and then came to Kota, Rajasthan, for my further studies.

**Tell us in brief about your career after MBA?**

I joined INC, Kota, in 2006 for my MBA and the journey ended with my placement in Reliance Capital (General Insurance), but due to economic slowdown my joining was postponed. In the meantime I worked with Reliance Communications and also prepared myself for a career in academics which, according to my friends, I am good at. Presently I am a Professor of Finance in IBS, Hyderabad.



**Rajesh Pathak**

MBA 2008

He can be reached at  
rajesh.pathak84@gmail.com

**What are your reflections on your student days?**

INC days are memorable. That is the place where my career started getting a shape. Brilliant and kind-hearted faculty members and their sincere direction prepared me to fight and win. I am thankful to INC, our center head, Dr. Geeta Gupta, respected faculty members and all my friends for their incessant support, motivation and appreciation.

**What are you doing now?**

Besides teaching for MBA class at IBS, I am doing my Ph.D. in Finance where I am looking into the interlink between the spot and the derivatives market and place of price discovery.

**What are your achievements?**

In my short academic career so far I have authored some Cases and Research Papers in Accounting and Finance, and happy to share that they have been accepted for presentation in International conferences and published in reputed journals. I am also selected to go to US next year for my thesis work.

**According to you what are Customers and Services attributes?**

Kind, helping and being knowledgeable, which are evident from love and respect I get from my students.

Trustworthy, evident from the faith of my friends have in me.

Reliable, evident from affection and support of my parents, family members and well wishers.

Winner, evident from the blessings of the Almighty.

**"Dream Big, Act Fast" Do you agree?**

True, but fast with control, should not get derailed.

**What are your hobbies?**

Music and stock market.

I love music in all its forms. I have won a few awards in singing. I also love to explore stock markets.

**What message would you like to give our readers?**

Believe in yourself in adverse situations with the view, "When everything seems to be going against you, remember that the airplane takes off against the wind, not with it".

**What according to you is the 'Life Mantra' (Any quotation)**

"Success is sweet but its secret is sweat". ■



We are very happy to present to our readers an interview with an MBA couple who are enjoying a successful managerial career. What's more, both of them are INC products. Yes, an INC alumni couple.

Read on...

Thank you Mr. Romil Kulshreshtha and Mrs. Neha Kulshreshtha for giving us an opportunity to talk to you together. It is not often that both the husband and wife are from the alumni group of the same institution.

*Q: Mr. Romil Kulshreshtha and Mrs. Neha Kulshreshtha, did you discuss your individual career ambition and preparations even while you were in INC?*

Romil Kulshreshtha and Mrs. Neha Kulshreshtha:

Yes, of course! We used to discuss about our career ambitions as well, the support expected from each other. How can we realize our dreams with off each them co-operation and support.

*Q: Tell us something about your career so far?*

**Romil Kulshreshtha :** I got my first job in Reliance Money with the support of the placement team at INC. Then I switched over to **ICICI Direct** as a Relationship Manager. After learning and gaining experience in this short span, I have joined Fullerton India as a Branch Manager. After 2 years in Fullerton India, I have recently joined HDFC Sales as an Area Manager.

**Mrs. Neha Kulshreshtha :** I got my first placement in India Infoline. Then I joined Religare Securities. After discussing with Romil I have switched over to educational sector and joined ICA as a Faculty member for Stock Market. Presently I am working as a lecturer with RIET school of

management, Jaipur. Here my learning process is continuous and going great.

*Q: Do you adopt similar or different methods in tackling stress at your work and do you discuss it with each other?*

**Romil Kulshreshtha :**

Yes, we discuss the stress tackling methods with each other. But actually the methods are different. I usually relax by watching movies.

**Romil  
Kulshreshtha**

MBA 2005-07

**Neha Kulshreshtha**

MBA 2005-07

Romil can be reached at:  
romilk.jaipur@incasindia.org

**Neha Kulshreshtha :** Yes, we share the situations but I usually relax by engaging myself in a conversation with Romil. He is the ultimate remedy for my stress.

*Q: Do you discuss work related/problems at home? In this context, does it help both of you being MBA's? Are both of you able to appreciate each other's work pressures better because of your similar academic background?*

**Romil Kulshreshtha :** I rarely discuss the work related problems because I hardly have any in the first place and then even if I have I do not want her to take the trouble of getting involved in my problems.

**Neha Kulshreshtha :** I always love to share my problems with



him. He always empathizes with me and helps me with friendly solutions. He is able to understand my situations very well.

*Q: How do you balance your work and family life?*

**Romil Kulshreshtha :** We have a similar academic background, so it helps us balance our work and family life. I usually give time to my family on weekends and try to finish my work on time so that I can also spend some time with my family every day.

**Neha Kulshreshtha :** My office hours are from 8 a.m. to 4 p.m. In the evening and on the weekends I spend full time with my family. In the morning it's my Mother-in-law who handles the kitchen and it is my turn in the evening.

*Q: How do you spend your leisure time?*

**Romil Kulshreshtha :** I usually go to my in-law's house or spend time with my friends at Thadia,

restaurant or go for a movie with my wife.

**Neha Kulshreshtha :** I usually spend time with my parents or with in-law's or go for a movie.

*Q: Are you in touch with your INC friends? Do you have common INC friends?*

**Mr. Romil Kulshreshtha :** Yes, we are in touch with all of them and we have many friends in common, who belong to our batch. Some of the juniors are also known to me but are not known to Neha.

**Neha Kulshreshtha :** Yes I am in touch with all of them.

*Q: What have been the important lessons you have learnt in your professional lives so far?*

**Romil Kulshreshtha :** Positive, Positive and Positive thinking.

**Neha Kulshreshtha :** Working hard is the only way to grow, there is no short cut for successes.

*Q: What suggestions would you like to offer to the current students of MBA regarding planning their career?*

**Romil Kulshreshtha :** Positive attitude, Set a goal and go all out to achieve it.

**Neha Kulshreshtha :** Do not run after money, try making a good career and money will follow.

*Q: Do you have any special advise for other 'MBA-Couples'?*

**Romil Kulshreshtha :** Spread Love everywhere.

**Neha Kulshreshtha :** Spread Love everywhere.

*Q: What are your plans for the future?*

We want to live happily in our lives, and also achieve all that we desire. ■

## Thoughtful Tips

# Are We Afraid of Change?

Recently I read a book 'Who Moved My Cheese?' by Dr. Spencer Johnson. This book is all about how to deal with change in our work and in our life. Almost all of us are afraid of change. We resist ourselves from changing or for that matter, we even stop ourselves from thinking of change because it makes us uncomfortable. This is equally applicable to the job, business, money, relationship, health, recognition, freedom, etc.

The current market scenario is not at all similar to what we had 20-25 years back where most of the businesses enjoyed monopoly. In today's competitive world, if a company wants to survive in future by giving tough competition to its rivals, then it has to be flexible and keep itself updated with the latest technology and the changes in the needs and wants of the customer. That is the reason why now-a-days companies are not only looking for the loyal employees but for the flexible people who can adapt easily to the changing requirements of the company.

Let us take the example of kirana stores. The small kirana stores that were there for the past 3-4 decades in the same format did not react to the changes occurring around them. Then all of a sudden when the mega stores and malls came in with the huge inventory and low prices, they failed to compete with them and most of them faced huge losses. The only reason being that they were not comfortable with change and they tried to avoid it by overlooking the situation.

Whether we are afraid or not whether we like it or not, the change that has to happen will happen. If we don't change ourselves with them then we can become extinct some day! We should keep ourselves flexible and learn to adapt to the new situations quickly. Noticing and reacting to the small changes early helps us to adapt to the bigger changes that are to come. For this, we need to change our attitude first. We should take the change positively and understand that it has happened for our betterment.

After making the right attitude, we have to overcome the fear factor. Fear in small quantity is always good because it makes us cautious and allows us to think before we act, but a lot of fear of something may stop us from doing anything. So move beyond your fears and you will feel free. Come out of the old familiar territory and look into new directions, it may open the doors to the new and better opportunities, and above all, when we do something new we feel young and energetic at heart.

I would like to conclude with the words of AJ Cronin:

*"Life is no straight and easy corridor along which we travel free and unhampered, but a maze of passages, through which we must seek our way, lost and confused, now and again checked in a blind alley.*

*But always, if we have faith, God will open a door for us, not perhaps one that we ourselves would ever have thought of, but one that will ultimately prove good for us."*

**K KRISHNAVENI**

MBA 2009, Nagpur

She can be reached at [kk\\_20287@yahoo.co.in](mailto:kk_20287@yahoo.co.in)





**Ajit V Kuriakose**

MBA 2007

He can be reached at [aji2u@aol.com](mailto:aji2u@aol.com)

Its gives the impression of a breath taking fairy tale as we all listen once in childhood ....but have you ever wondered what happiness is and how you can attain it? We all run after money, profession, fame, and power. But what is the end of all these things. Are we happy? Unfortunately, most of us have lost touch with the essence of living. Happiness can never be bought. It has to be experienced. However, this does not imply that life is a bed of roses and one will get happiness throughout. Before undertaking an endless quest for happiness, let's first understand what happiness is. Happiness in essence is neither wealth nor comfort. Instead, it is all a state of mind.

The question of how to be happy everyday may be a little difficult to answer, but as always said, happiness is a choice and you can definitely learn how to be happy every day. Being happy implies being contented with what you have and enjoying every moment of life so that after years down the line, your

life does not seem worthless and meaningless. There are two choices to happiness. Either you are or you aren't. Only you can choose which one you want to be. Of course, it is only obvious that one would want to be happy. We can't think of anyone who would actually choose to be unhappy. But a lot of people actually do choose to live unhappy lives or allow circumstances to make them unhappy. There are times when things go right and happiness abounds. Other times things don't work out the way they like and they feel disappointed, sad be unhappy. Happiness just does not seem to last for a long time.

When you think about it, how many times have you actually felt true happiness in your life? Once? Ten times?? Too many to count? Not very many people have experienced true happiness in their lives. But true happiness is not really intangible. Anyone can be truly happy. They just have to make it happen.

How about when you and your friends get together and just hang

out? You talk and laugh and just forget about all the troubles of the day. What about your birthday? What about your wedding? The birth of your first child? One or all these occasions are times when you experience pure happiness. You need to make the right choice of your feelings. When you look at the news you see so much of violence, poverty, disasters and other things that can actually make you feel depressed. But you know it makes no sense to allow what you see to get to you. It really won't change what is happening in the world. The most you can do is try to make the world a better place by actually being and making others happy. You can do this by doing something good for someone else. Make somebody happy.

It is by your good works that happiness and joy would spread to others. So the next time you are in an environment of unhappiness, let your happiness influence others. Think and be happy. It is your right and your choice. ■

# A Journey to Remember...

## A Journey to Describe...

This is not an ordinary journey. This is the journey of a bunch, not a flower, one but of a group of individuals unknown to each other but when came together were even closer than the fingers of a hand.

The path of this journey was paved for me when my dream of getting into one of the Premier Management institutions of Pune was shattered. I was so hopeless and frustrated till the day those words of my mother entered my ears “No one can go back and make a new beginning but anyone can start again and make a happy ending” I realized that dream is not what we think of it is what we live. When life gives many options then why to waste thinking about what is lost. Rather why not proceed to make efforts for what we can achieve.

One fine morning I woke up with an urge of finalizing college for my MBA and that too here in Nagpur only (My native town). I along with

Pravin one of my friends searched over the internet information about Management Colleges of Nagpur but all of them looked same prima facie trying to prove themselves the best B- Business School with the best faculties and 100% placements. It was a mess which one to opt for. Finally after discussion with my parents and my relatives who are in the field of Management, I decided to go for Icfai National College (INC) Nagpur and from here the journey for me began.

After completing all formalities of admission which included entrance test (again a hurdle as entrance test was a phobia for me after my earlier failure). It was the first day in the college. I felt the rejuvenating experience. I was extremely happy when first lecture of my MBA, i.e. “Mr. Chandorkar Sir’s class” has ordered specifically to get a hair cut & whole class was given a set of rules and regulation that were to be followed including culture

of being in formal dress only. It was very difficult for me as I loved long hair very much and had no hair cut since a long time and, I was used to casual clothing as there was no dress code in my engineering college. But being a Management Student I had to follow the rules and compromise with my way living which was much like of a hunk. But besides following all set of rules I enjoyed a lot with all the new friends. Life started moving like this and in no time 1<sup>st</sup> year was over, all the time was spent in enjoying and pre exam one night study but the results were always fruitful.

Final year is always critical in as this engrosses placement season and we had to take responsibilities of the various programs, being the seniormost students of the college. We formed a group of boys and girls for organizing “Mantra” our college famous annual fest was organized successfully and our



group effectively and efficiently handled every hindrance in organizing it. Here we enjoyed a lot and learnt how to make impossible possible

Apart from all these extracurricular works I used to go along with my friends to the Law college area (Daddu ki Tapree) and spend time together roaming here and there discussing about placements and our career ahead. I would only say that I am lucky to have such friends. We all were together for a long time and it is hard to find such friends who are just like you in everything even in thinking. We have almost same kind of ideas and thoughts and we used to amaze each other sometimes finishing each other's sentences. This is called "friendship"

I was on the top of the world when I was selected in "Reliance Capital". It was my hard work and fortune to be among the first five students to get placed. It is always good to win in life.

The Final Semester Examinations approached but till then all of us with the exception of very few were placed. We finished with the examination soon. Some of us joined the organizations in which they were placed before the declaration of the result and some of us waited for it. In the meantime the remaining students also got placed. Happiness was on the peak with the declaration of the result followed by the convocation. This was the last time we all were together and with different roles and responsibilities we all moved in different directions.

We all were prepared for the challenges of the corporate world as one of my lecturers Mr. Manishankar Chakraborty once said that "it is easy to attain degree and getting a placement but real struggle/competition starts when you are into the corporate world".

I would end here saying something for all my friends who are far away from me: "Friends come, Friends go but some friends are forever we may be far away from each other but our love for each other is forever".

Although this journey ended here but it was a start of yet another journey.....

**Pankaj S Lanjewar**

MBA 2008

## *"If You Want to Complain About How Terrible You Slept Tomorrow, Then DO NOT Listen to This Program!"*

**If you enjoy being tired,  
grumpy, fatigued, foggy-  
headed and drudging your  
way through that *low-down-  
stuck-in-the-mud***

*I-have-no-energy* feeling all day, then DO NOT listen to our Digital Sandman sleep inducement programs.

Because listening to these programs will make you relax and become dreamy-drowsy. And you will sleep so deeply and so soundly that you will likely become a regular user of our programs and swear by them as so many others do already.

Anyone can make claims like this and that's why we're willing to give you a FREE demonstration of our program right now. We only ask that you submit your name and email address in the boxes to the right. *(Do not worry - we will NEVER sell, rent, or share your information - it's safe with us and we respect your privacy).*

Immediately, we'll send you a link where you can try a FREE demo track - a 15-minute sample of our program. But - and this is very important - **you must not listen to this program if you still have work to do, or if you're going to operate ANY machinery.** Yes, even this shortened demo program is that powerful.

**Warning: Listen only when you intend to sleep.**

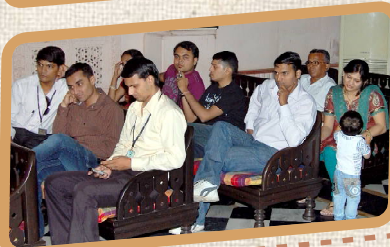
**Charmi Patel**  
INC Vadodara  
MBA 2006-08



## Alumni Meets



Ahmedabad



Coimbatore

Jaipur



Guntur





## Alumni Meets



Kochi



Nagpur



Pune



Vizag





# Alumni Meets

## Musical Nite-Rhythm



Vadodara



## Seminar



Hyderabad







# Cricket Match





# 4<sup>th</sup> BOARD MEETING



held on July  
23, 2010 @  
Hyderabad



Roberts Keith Samuel  
with  
Limkar Vrushi  
Pundlik



V RAMU  
with  
Mamatha

## Wedding Bells

INCAS Wishes the Young Couples a  
Long and Happy Married Life



Syed Sarfaraz Alam  
with  
Mahnaz Alam



Suchi Singla  
with  
Sumit Jindal



## INCAS IP Award Aurangabad

on November 19, 2009

INC Aurangabad organized INCAS Award Function. Among the invitees there were company guides who supported the students during their IP. Mr. Vishal Gujrathi Suzuki, Mr. Pawan Asawa, ICICI Direct, Mr. Anand, Yellow, Aurangabad.Com, Mr. Deshmukh, Max New York, Mr. Girish, ICICI Bank, Mr. Virendra Shukla, Global Infotech, Mr. Khitij, Business Standard were a few among company guides who attended the program. The Winner Mr. Shamshoddin, was felicitated and a cheque for Rs. 5000/- towards the INCAS IP Award along with a memento. Some of the renowned local Placement consultants were called in order to showcase the students for FP 10. Ms. Kavita Nair from Personnel Forum, Mr. Saif, 1 Consultant, Mr. Bafna, Smile Consultant were a few who had attended the program and guided the students towards achieving their final placements. Mr. Ashutosh Kherde, FG, coordinated the programme.

Alumni from different batches attended the function. Ms. Iffat Jahan, (Presently owns a Placement Consultancy), Mr. Ashish Jaiswal, Mr. Onkar Gaikwad, Relish Times, Mr. Swapnil Awati, Lokmat Times, Ms. Neha Mangal, were among those who attended the program.



## Report of INCAS IP Award

The INCAS AWARD was hosted at INC-Berhampur at the Conference Hall of INC-Berhampur, Gayatri Plaza, Tata Benz Square, Berhampur. The event was organized to felicitate the Best Intern and Best Faculty Guide of IP.



The Best Intern of IP, Mr. Simadri Sujit Prusti who had worked as an Intern in Investcare Pvt., Ltd., was awarded with a Certificate and a Cheque for Rs. 5000/- and the Best Faculty Guide, Mrs. Sujata Samantroy, was also awarded with a Certificate and a Cheque for Rs. 5000/-. The award was given away by the Chief Guest, Mr. Biswaranjan Mishra, Chief Manager, UTI Asset Management, Berhampur amidst the IP Coordinator and CH Prof. MM Sahu, Alumni, Student Interns of IP, Company Guides of IP Companies, i.e., Mr. Sushant Samantray, Investcare and Mr. T Balaji, The Mobilestore, all Faculty Members and the entire Staff of INC-Berhampur. The participants were served with refreshments. Mrs. Archana Bhagat, Faculty Member, Some of the alumni proposed a vote of thanks.

## INCAS IP Award Raipur

INC Raipur organized a function to confer its INCAS awards to the excellent performers in Internship Programme (IP). The award for best student internee was given to Rajshree Mundra, student of INC Raipur for her outstanding performance in Internship Programme whereas award for best faculty guide was conferred on Mr. Ashok Kumar Panigrihi and Mr. Jagaman Singh (Faculty members INC Raipur) for their mentoring and motivating students during internship programme. The award comprises a Citation, Certificate and cash of Rs. 5,000 each.

Speaking on the occasion, Campus Head Dr. Rajeev Verma explained the Internship program, its relevance and importance in comprehensive development of students. Detailing the achievement of IP campus Raipur he congratulated the student and faculties for maintaining high performance standards and generating business worth Rs. 3.49 cr against the assigned target of Rs. 2.25 cr.

Addressing the gathering chief guest Mr. R Ravichandran (SSD and INCAS, Regional Office Nagpur) highlighted the importance and functioning of INCAS chapter and INC Alumni Society.

It may be mentioned that Internship Programme was for 12 weeks with rigorous target based and field oriented one conducted by INC where students are exposed to real life situations for comprehensive understanding of business world.

INCAS awards is an outcome of initiatives taken by INC alumni society to motivate and boost the performance of both intern as well as faculties. INC has 35,000 plus strong alumni presence across the country who contribute their best to the institution by getting involved in training inputs, placement activities, academic delivery and also INCAS awards. On this occasion Mr. Binod Sinha, faculty member, Mr. Faridullah, Dy. Manager, Marketing, Mr. Mukesh Tiwari, Sr. Administrative, Mr. Padmakar Bhiwgade, Administrator, parents and students were present.

## INCAS IP Awards

The INCAS AWARD was hosted at INC-Noida and INC- Rohtak at the Conference Hall of INC-Berhampur, Gayatri Plaza, Tata Benz Square, Berhampur. The event was organized and felicitate the Best Intern and Best Faculty Guide of IP. The Best Intern of IP, Mr. Simadri Sujit Prusti who had worked as an Intern in Investcare Pvt. Ltd. was awarded with a Certificate and a Cheque of Rs. 5000/- and the Best Faculty Guide-Mrs. Sujata Samantroy was also awarded with a Certificate and a Cheque of Rs. 5000/-. The award was given away by the Chief Guest, Mr. Biswaranjan Mishra, Chief Manager, UTI Asset Management, Berhampur. The IP Coordinator and CH Prof. MM

Sahu, Alumni, Student and Company Guide of IP Companies i.e., Mr. Sushant Samantray, Investcare and Mr. T Balaji, The Mobilestore, all Faculty Members and the Staff of INC-Berhampur were present. The participants were served with refreshments. Mrs. Archana Bhagat, Faculty Member, proposed a vote of thanks. Some of our alumni who attended this program are

### **Proposed a vote of thanks**

AVM (Retd.) Ambrish Kumar  
Regional Head

CH-Noida-Mr PC Ghosh

CH-Rohtak-Mrs. Kitty Mukherjee

RAC-Col. Shekher

7 Faculties

E) Abhinandan Joshi- IRO-INCAS

### **Award Winners are as follows...**

Students Interns - INC Saharanpur,  
Vidushi Handa.

Student Interns - INC Noida,  
Meenal Arora.

FG award - INC Rohta, DP Arya.

FG award - INC Noida, Swati.

### **RH Sir gave the Prizes to winners**

After this Anshul Vaish, President  
CEC-Noida, gave his message.

Award winners shared their  
experiences with audience.

RH shared his view with the  
audience.

CH conveyed his best wishes to  
winners and alumni.

Then we gave the Feedback forms  
to alumni and took their suggestion  
for INCAS Network and events.

## INCAS IP Award Rourkela

INCAS IP award function was organized at civil township at INC Rourkela. Mr. Ananta Charan Swain, Branch Manager and Mr. Sandeep Agarwal, Territory

Manager, Arthatawa Capital Ltd., were the dignitaries. Nearly 35 invitees attended the programme. The best faculty guide Mr. Umakant Tripathy, Faculty

Member, INC Rourkela and Ms. Shilpa Kheria, best intern was given a cheque for Rs. 5000/- and mementoes were presented to each of them.

## INCAS IP Award Trivandrum

IP center Trivandrum proudly organized INCAS Award function of Excellence at Seminar Hall, INC Trivandrum Campus.

The Chief guest of the event was Mr. Vinod Narayanan, Human Resource Manager, Paragon Bio Medical, Technopark, Trivandrum. He was also associated with IP with corporate mock interview and GD sessions.

The theme of the INCAS event was "Glimpses - 2010 - Challenges and Opportunities". Mr. Vinod Narayanan emphasised the changing technology and its adoption

into management by quoting examples on nano technology entering the medical field and its impact on mankind. He exhorted the young managers to equip themselves with latest technologies to become technological managers in the new management era.

Campus Head and IP Coordinator, Mr. K T Thomas, inspired the students to become 101% quality conscious to survive in this competitive management world.

Alumni shared what they gained during their SIP with the students.

They emphasised the importance of campus placements and its relevance on their career development and growth. So they inspired our students to accept campus recruitment offers even though the initial package doesn't seem much 'attractive'. The highlight of the event was an interaction with alumni and the present batch. The program concluded with high tea.

The INCAS award function was very fruitful.

Regards,

Team INC Trivandrum



## HOMAGE

Dr. Parul Gupta, ex-faculty INC Lucknow, ex-SIP Coordinator R O Lucknow, and the Academic Coordinator INC Lucknow, expired on September 24, 2010 at 11 a.m. at Nishat Hospital in Lucknow after one week of hospitalization.

She is survived by her husband Sandeep, son Kabir and a new-born son. The news of her death spread fast shocking all the existing and ex INC fraternity. Parul Gupta was the most enthusiastic faculty among INC fraternity. For the past five years she became an integral part of INC Lucknow. She made her presence felt in all the functional areas of the center, going along with the DO Sanjeet Singh for SEW's, waiting at AIR- Tel till late with the placement coordinator, shopping for the crockery when Placement Interviews were to take place, the list of her contributions is endless. No presentation of INC Lucknow (Marketing, Placement or Academics) could ever be envisaged without her. She epitomised the enthusiastic and energetic mood of INC Lucknow. Her laughter was contagious, her eyes were full of mirth. She made INC Lucknow her home and the staff her extended family.



**Dr. Parul Gupta**

Her fun loving character hid behind itself her deep commitment to the organization as well as her task. She loved to teaching. It was her dedication along with that of an equally committed team, which saw INC Lucknow rise from nadir to one of the best INC Centres all over India, where we all rejoiced over every trophy procured at All India level.

All the alumni and the faculty INC Lucknow were shelt shocked by the tragedy that had struck us. With a morbid sense of loss we pay our homage to her who left for the next world when she thought her task was complete.



**Reeti Singh**  
1983 - 2010

Mrs. Reeti Singh our Ex-employee at INC Regional Office - Lucknow breathed her last on 3rd September 2010. The ultimately demise of Reeti is a big loss to INCAS fraternity.

She studied at INC - Varanasi and later worked as an Alumni Officer at INC Regional Office - Lucknow from November 2007 to July 2009.

She was one of the most sincere and highly talented Alumni Officers of INC. Her dedication and hard work was highly inspirational. INC staff and alumni will always remember her had work and dedication. She will always remain in our heart.

We pray to god for her soul to rest in peace and give the ability to her family to endure this untimely loss.

## Avail the Privilege

INCAS is offering a complimentary annual online access subscription for one of the IUP Magazines/Journals. We request you to choose one magazine of your interest. At the end of the year you are required to renew your subscription.

To access online, please follow the procedure outlined below:

A **10-Step Process** for online access for IUP Magazine/Journal.

**Step 1:** Go to [www.incasindia.org](http://www.incasindia.org)

**Step 2:** Alumni members should login with their user id and password.

**Step 3:** Click on "Publications" link on Welcome Page.

**Step 4:** Click on the option "Applying for free Magazine".

**Step 5:** The member will be re-directed to Magazine/Journals section of IUP, i.e., [www.iupindia.org](http://www.iupindia.org).

**Step 6:** A screen displaying your Enroll No. and Name with a message "Select Magazines/Journals you want to Subscribe" will appear.

**Step 7:** In case the member has already made an online subscription earlier, then the name of the Magazine/Journal will be displayed.

**Step 8:** Type in your name as per the Registration with INCAS and submit your request.

**Step 9:** In case the member has not subscribed earlier, then the selection with a list of all the available magazines/journals will be displayed from which, he/she can subscribe immediately.

**Step 10:** After registering once, whenever the member logs in with his/her user id and goes through the normal process, the subscribed magazine will be displayed online.

To get the complimentary subscription (online), please fill in the following details:

1. Name : \_\_\_\_\_
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5. Publication No. : \_\_\_\_\_
6. Title of the Publication : \_\_\_\_\_
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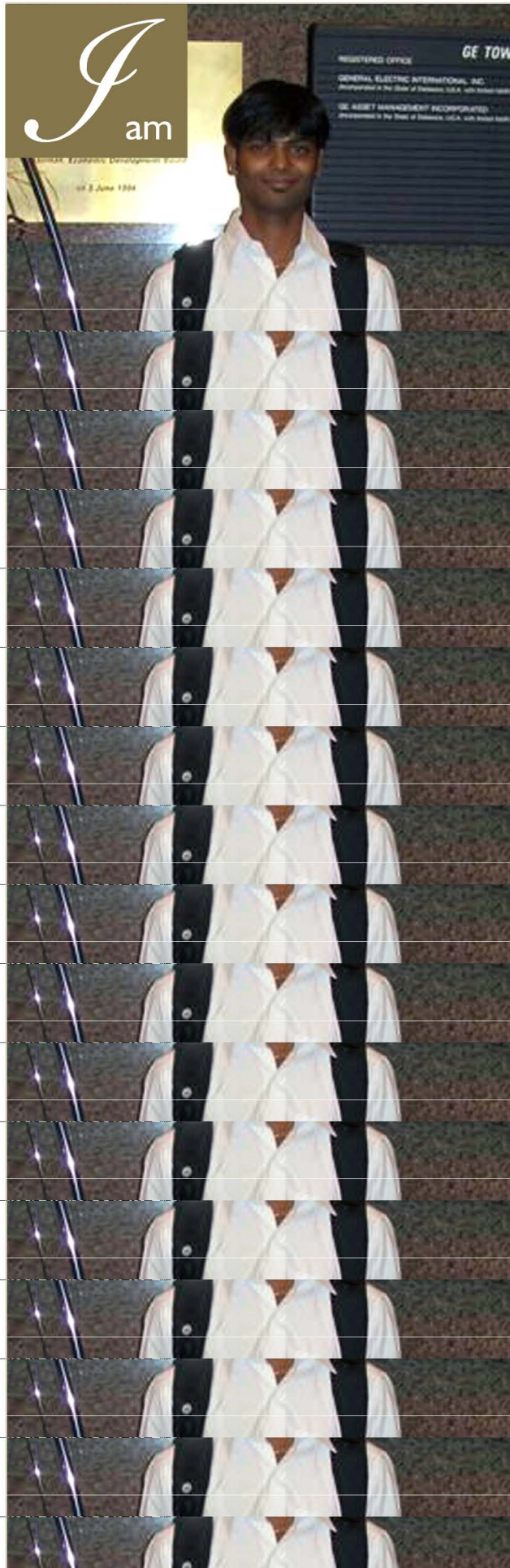
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## The IUP Publications

S.No.	Magazine/Journal	Main Contents
101	Advertising Express	Marketing Research, Client Management, Advertising Agencies and Marketing Communications
102	The Analyst	New Age Finance, Investment Banking and E-Business
103	Case Folio	Monthly Digest of Thought Provoking case studies in all areas of Business Management
104	Effective Executive	Emerging Ideas and issues in Business Management
105	HRM Review	Strategic HR, Leadership, Organizational Development, Knowledge Management and HRMS
106	Marketing Mastermind	Sales Management, Franchising, Branding, PR, Retailing and CRM
107	Journal of Applied Finance	Equity Markets, International Finance and Regulatory Environment
108	Journal of Information Technology*	Provides articles on emerging tools, technologies and paradigms relating to various aspects of IT, Success stories of IT applications and so on
109	Journal of Management Research	Strategic Management, Corporate Governance, Business Ethics, Benchmarking and Revenue Models
110	Journal of Systems Management*	Focusing on system development methodologies and automation, database design and administration, data mining and data warehousing, Internet technologies, tools and techniques etc.
	* Quarterly All others are monthlies.	





## Jokes

**Tom :** How should I convey the news to my father that I've failed?

**David :** You just send a telegram: Result declared, past year's performance repeated.

**Teacher :** Which is more important to us, the sun or the moon?

**Pupil :** The moon.

**Teacher :** Why?

**Pupil :** The moon gives us light at night when we

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**Teacher :** Why?

# The future is now.

## Swetha, Future Doctor.



Swetha is exceptionally good at studies. She tops in every class test. She stood school first in the 7th grade. She won the first prize for playing the veena (a stringed musical instrument) and won the second prize for singing in the IRS. She is the pride of the IRS Republic School.

Swetha is mature for her age. It's amazing to see her cheerful smile even in the face of utter poverty. "I am one of four siblings. My father works in small workshop and earns around Rs. 3000 a month and my mother is a tailor. Two of my sisters were in the 10th and 11th grades. My brother and I were then in the 7th grade. My father found it very difficult to pay the fees. He wanted to educate us up to the 10th grade but he could not afford it. We also thought of discontinuing studies, but luckily we found IRS", says Swetha.

Swetha is now in the 9th grade. Being a bright student, she is able to clearly make out the difference between her previous school and IRS. She says that her previous school was concentrating only on studies and there was no scope for extra-curricular activities. But at IRS, the teaching is good, and there are also computer and science labs besides extra-curricular activities and games.

Although her father is not sure to what extent he can educate them, Swetha is very clear about what she wants to do. She wants to become a doctor and serve the poor and needy, she says and is confident that she can do just that.

The IRS Republic Schools were established by the Alpha Foundation to provide high quality, virtually free, education to children from economically weaker sections of society. At IRS, the children also receive milk and supplements for breakfast, and a nutritious lunch. Uniforms and school books are also provided to them at highly subsidized prices.



**The Alpha Foundation**

*Social Transformation through Positive Action.*

- Education for underprivileged children
- Public-Private Partnerships with the Government for social development
- Community development initiatives
- Cultural initiatives to promote national integration



To contribute, please visit: [www.alphacharities.org](http://www.alphacharities.org)