



"Everyone in this world should sleep without fear, at least for one night. There should be at least one day when there is no violence. Everyone should eat to their fill at least for one day. This is my dream" - Amma



Published By Amrita School Of Communication, Amrita Vishwa Vidyapeetham

## PRAGATI- BACK ON THE BLOCK

Meenakshi Nautiyal

Finance and Operations.

through true life experiences of the drive, passion, commitment

"I was not sure what I wanted to do, but I knew what I didn't want to do. That helped me in deciding my career", Aarti Laxman (Former Vice President, SVB India Advisors Pvt. Ltd.) told the hundred-odd aspiring managers assembled at the Sri Krishna Hall of Amrita School of Business (ASB). Inaugrating Pragati-'09, ASB's 11th annual management fest, she opined that success comes when you passionately hone your skills in an area that you love.

Starting as a paper presentation competition in 1997, the All India B- Fest is now an inter-collegiate management carnival loaded with innovative games, business quizzes and other competitions that test students' managerial skills in the areas of Marketing, Human Resources,



Aarti Laxman at the inaugural function

Ms Aarti Laxman shared her beliefs on success and passion

people she knew and said that to be successful you need to have

and a systematic way of doing things.

Dr. Sanjay Banerji, Dean, ASB said, "Have passion to create business proposals, mix them with love and serve it with hospitality and you can become large entrepreneurs and have a good customer base".

Participants from 14 colleges from South India face situations fraught with uncertainty, according to organizers. Students from leading management institutes like School of Management Studies Kochi, VIT Vellore, Bharatiyar School of Management will go through challenges that test their skills in games like Pegasus, Expecto Patronum, Vini Vidi Vici, Managgiare Moneta.

The visiting teams seemed to be well-prepared if the words of Ram from Pondicherry University are anything to go by. "We are here to enhance our knowledge and apply what we have learnt".

## A Parlence with Aarti Laxman

**Aarti Laxman** was the vice president SVB India Advisors Pvt. Ltd. She has over 19 years of professional services and operations experience with software companies in US, UK and India. In 2001, she served as the vice president of the organization development at Elgi Equipment Ltd. . Now she is Chief Product Officer (CPO) of a Startup Company - VIA, Bangalore.

Excerpts from an exclusive interview with Vidya Varghese.

*What do you think about Amrita and its students?*

I was introduced to this college six years back by Professor Banerji .The Amrita faculty has high calibre. It is not just that their credentials stand out; but there is a sense of dedication and hard work in them. There is a tremendous amount of talent here.

*Is it the right time to do an MBA degree now?*

Yes, there is no right and wrong time to do an MBA degree. Surely it's not going to be an easy task; there will be dearth of jobs coupled

with high competition. But if you are sincere and dedicated, you can surely create a place for yourself



and find an opportunity.

*You have worked both in India as well as the USA. What are the differences you find working in the two countries?*

I hate to compare as each and every place has its on specialty and its own positive points. In America, there is positive energy all around. The people have a sense of responsibility and a feeling that they can make a difference. Conversely, the culture in India is totally different where the people are humanitarian and have a spiritual focus. One

main drawback which I find in India is that the people are very passive and not active. They want things to be given to them in a golden platter. But that's not so in America. I feel it would be really nice if that activeness would be imparted in our people too.

*What is the main difference between an MBA from abroad and one from India?*

In India students do their MBA without any work experience. It would be really nice if all the MBA institutions make work experience a mandatory eligibility criterion. I would like the students to first work and then with their hard earned money study MBA.

*What is your success mantra?*

My success mantra is that I love a blank slate. Even if there is nothing in it, things can be created. If I don't know something I am ready to learn about it.

*What is your advice to the future managers?*

I would advice them to inculcate a performance oriented culture by being a good example to others

### Expecto Patronum

'Expecto Petronum' a marketing game with the tagline 'Bring out the best in you' saw active participation from different colleges. Each three-member team was tested for their creativity, innovation, knowledge and patience through the three rounds of the game.

"At each and every round we are experiencing and learning something new", said Chitra of Sri Krishna College, Coimbatore.

The first round had the participants coming up with taglines of the various brands shown to them, while the second round repeated the same process with audio-visual advertisements added to it. In the final and the elimination round, each team had to design a 15 page logical business magazine with the materials provided in half an hour.

- Vidya Varghese

### EVENTS

#### La Unico

Ever tried finding your way around a pitch dark maze with only a torch light to guide you? Add spooky music to the atmosphere, people jumping at you from unexpected corners and you have the perfect set for a horror movie. But it was 'La Unico', the game organized by HR where an artificial maze was erected. The participants had to grope their way around it finding answers to 20 mathematical and logical questions within eight minutes hidden around the room.

The questions were of varying difficulty - easy, medium and hard. The entrants also had to search for the questions apt for them and avoid getting stuck in the maze.

Divya of Sreekrishna College said she had a good time even though she wasn't able to answer all questions, but Anil Jagadish of SDM IMD said 'it was a superb game'.

- Laxmi Vasudevan