

The Acro Chronicle

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The Great Legend

Charles handy

Charles Handy - organizational and social development guru, Motivation Calculus theory, and modern ideas about work, fulfillment, globalization and life purpose



Charles Handy is regarded by many as the most advanced management thinker in the world. His early work, 'Motivation Calculus' outlined below, has been steadily surpassed and extended by his more recent modern and sophisticated thinking about the purpose of work, business and organizations.

Handy was born in 1932 and is popularly regarded as Britain's greatest management visionary. He graduated from Oxford and worked for Shell International, and during two years at the Sloan School of Management became a protégé of Warren Bennis, the organizational and leadership guru.

Handy's first book, *Understanding Organizations* (1976, revised 1991) is well regarded. *Gods Of Management* (1978), is another highly regarded work, in which Handy uses a metaphor of the Greek Gods to explain different organizational cultures:

- Zeus (power, patriarchy, 'the club' culture)
- Apollo (order, reason, bureaucracy, the 'rôle' culture)
- Athena (expertise, wisdom, meritocracy, 'task' culture)
- Dionysus (individualism, professionalism, non-corporate, existentialist culture)

His book, *The Making Of Managers* (1988), jointly written with John Constable, criticized and advocated radical improvements to UK management standards, which gave rise to the Management Charter Initiative. Handy's works are generally philosophical and insightful, rather than stacked with modular theories and diagrams, and as such will tend to appeal to intuitive humanitarian thinkers perhaps more than structured process-oriented types.

Charles handy - motivation calculus

Charles Handy's Motivation Calculus is an extension of Maslow's Hierarchy of Needs, and an example of Handy's early clarity and interpretation of the human condition and response to work. The simple model addresses cognitive and external reference points in a way that Maslow's original Hierarchy of people's situations beyond the reach of the original Hierarchy of Needs model. Briefly this is Handy's Motivation Calculus, which implies that our motivation is driven by a more complex series of needs than 'needs' alone, that is, our own interpretations and

assessments form additional layers determining and determined by our response to our own needs and the effects of those responses:

Charles Handy quotes

The morality of compromise' sounds contradictory. Compromise is usually a sign of weakness, or an admission of defeat. Strong men don't compromise, it is said, and principles should never be compromised. I shall argue that strong men, conversely, know when to compromise and that all principles can be compromised to serve a greater principle."

His opinion about American Business Management

Why is business so admired in the United States and so often denigrated in Europe? How has America created 30 million new jobs in the last 20 years while the European Union, with a bigger population, only managed 5 million? What is feeding America's apparently inexhaustible appetite for growth and its recent dramatic improvements in productivity? In 1831, French philosopher Alexis de Tocqueville came to America to examine its prison system and returned with a vision of democracy so profound it has become part of our cultural heritage. More than a century and a half later, renowned British business philosopher Charles Handy retraces Tocqueville's intellectual journey, this time focusing not on democracy but on capitalism. The result is an eye-opening look at some of the fundamental assumptions underpinning business in America today. It is America's optimism that Handy finds most striking, the unquestioned belief that tomorrow can--and should--be made better than today. The energy engendered by American optimism, coupled with the Puritan belief in work and in the nobility of earned wealth lies, in Handy's view, at the heart of America's success. Will American capitalism, born as it was from a property-owning democracy, now adapt to a dematerialized world, where property is intellectual rather than physical? Handy lays out the challenges that must be overcome for tomorrow to indeed continue to be better than today in this still-young country.

Charles Handy wins prestigious Management writing award

'Myself And Other More Important Matters', written by Charles Handy and published by William Heinemann has won the award for Best Management Book at the MCA Management Writing Awards, in association with Management Today. Charles Handy was recently recognised in The Thinkers 50 2006, a ranking of the worlds most important and influential business thinkers. Highly commended in the same category went to 'Why Should Anyone Be Led By You?', by Rob Goffee and Gareth Jones.

Increased individualism

Handy was one of a handful of outsiders at the artistic directors' weekend at Snape Maltings in January. His brief was to stimulate discussion and to present the directors with ideas about how better to manage their companies. He told them that their problems were not unique. Increased individualism was an issue, not just in ballet, but also in work places everywhere. "People want elbow room. They want to be treated as individuals, to be recognized for their contribution, and are not so obviously willing to be the obedient human clones that classical ballet seemed to require."

Commitment to Values and Morals



In the modern context of the contemporary society value education in particular occupies a prestigious place. This problem in connection with youth has assumed increasing prominence in educational discussions at several places across the globe. Education alone no doubt promotes national development but values bring about harmonious development towards life. A lackadaisical attitude towards value and its institutions is pervasive in world today. Unfortunately education is becoming more or less materialistic and the value tradition is slowly given up. Most of the educational institutions reflect borrowed ideologies and philosophies that do not reap success in shaping the youth.

Visualizing all these disorders in the educational structure today, we at Acropolis have created an environment that chisels the students through several training programmes that are a natural blend of knowledge and values. We strongly believe in the integrated education that provides integrated personality and integrated education is not possible without integration of values. One should not deny the fact that good citizens are the only hope for the progress; and ideals of virtue, goodness, true manliness form the very essence of real dignified living. Secondly our culture is rooted deeply in her spiritual values and unless these values find their way into the life of students, education will lose its significance and fails to fulfill the function of endowing the students with a vision to live by and with ideals to work for.

At this juncture we need to recall Einstein's philosophy "Science without religion is lame and religion without science is blind". To establish a firm faith on this relearning process, we have taken over a number of functions from the parents and society. Thus the institute is shouldering great responsibility of moulding students' personality on sound scientific lines. Thus adopting irrational practices of any kind are not acceptable in the institute since it is committed directly to value instructions. The reflection of these values is apparent from the contributions made by the students in different fields from time to time. In doing so we aren't making our institution an intellectual cage but by providing autonomy to students we are establishing value centers and not mere educational centers.

Important Parameters for Job Selection



In today's scenario, it is observed that students are choosing jobs of different organization on the basis of two or three parameters only. Even during the campus placement, students are keen to know about job profile in broad sense, package and working location only, for making decision to accept or reject the offer, relating with his or her area of specialization and interest in that field. There are other vital parameters, in addition to above, to be considered while a student is going through a placement process. Information or data collection and analysis, against these parameters, are important to choose right organization.

Open communication - It is a symbol of freedom, which is important to become successful in life. Open communication concept shows the employees are working with open mind and they are free to say, accept and or reject the ideas of other persons logically. Thus changes of growth are high in the organization due to freedom.

Nature of work – An employee can perform as per expectation in the area of his interest. Thus it is very important whether nature of work matches with the interest of job seeker or not. So it is important to explore the information regarding the same for decision making.

Work Content – Apart from interest, job performer gives result if competence matches with work content. If job seeker knows what to do? And how to do?, probably his outcome, as an employee, will be more than expectation. As he or she can avoid deviations and distractions.

Job Security – One can not perform up to the mark if in backup of his or her mind, he or she feels some sort of insecurity of job, due to any reason. Thus students opting for job, must dig the trend in the organization, in the form of employee turnover and reasons related with it.

Stimulating Work – Job seekers may be interested in the types of job, but one should also try to find out the motivating 'content' from his or her aptitude and attitude point of view for excellent performance. One should find acceptable level of challenges in the job.

Flexible Work Schedule – Freedom is the key of outstanding performance. One should look into the operational aspect of job, whether it is rigid, leading to frustration after some time, or flexible for the enjoyment in work, required for higher productivity and greater level of satisfaction.

Advanced Opportunity – Rate of growth in the organization is having more weightage than attractiveness at entry level. This rate will decide the quantum and types of opportunity in future. Asking right questions with the right person of the organization may fetch valid information for making decision.

Salary/ wages and Fringe benefits – These parameters should not be considered with higher weightage at the initial stage of career. As compensation is the outcome of efforts, in the form of results, as expected by management, made by employees in due course of time.

On the scale of weightage, these parameters may have different points as per ranking of priority, selected by a job seeking candidate, as per his or her future planning. Possibilities are there, a student may not be able to dig out the information against all mentioned parameters but at least, he or she understands the importance of considered parameters, as well as decision quality improves. Also one more good result,

which is an outcome of this process is the candidate becomes more confident about upcoming working assignments. If he or she is hopeful about bright career on discussed fundamental, acceptance of offer can be made or otherwise rejection of job offered may take place, without hesitation.

Dr. Anand Sapre
Director - FMS

Perseverance and Pursuance adds to Success



Dear students,

Sony recommends windows vistas “**Quick as a Flash**”

“**Add a New Shade to this Holi**” BSNL adds a new flavour to holi.

In this fast progressing world of advertisements it is impossible to move ahead even a step without publishing or in other words advertising.

Javed Miandad hit a sixer on the last ball of Chetan Sharma in the finals of Sharjah Cricket Cup and what came out of it as an ad was “**MiakoDaadDo**”

When body builder Prem Chandra Dhingra won the most coveted title of Mr.

World in body-building, Pop came the ad which read “Thoda sa **Prem** aur

Chand Slices of Amul makes a great body-builder”. And so goes on the story of the ad world.

Can you guess who could be the creator of a few of such eye-catching ads none other than Mr. Bharat Dabholkar. Being an ardent fan I always wondered, and was very curious to know how he came up with such creative ideas. I was fortunate enough to bump into him at Pune. I mustered up courage to put forth my question, as to how he came up with such appealing ideas. What I learnt from him was an eye-opener. He related how he had created a new form of the language known as “HINGLISH”.

In school, he had been a student of a vernacular medium and when he entered college he was made into a laughing stock on account of his dialect, but since he had a great sense of awareness and creativity he was able to put forth his messages in a very interesting and eye-catching form. Language being his drawback his slogans were expressed in Hindi but written in the Roman script. Folks you will be surprised to know that then onwards whatever he wrote went unchallenged by the best copywriters of India.

Now that’s what is called perseverance and pursuance adds to success. Your perennial motto should always be “I Can” which is more important than your “I.Q.”

The difference between the ordinary and the extraordinary is that little “Extra” that we should always try to bring out. Devotion and dedication can take you to the ultimate heights. The difference between the possible and the impossible lies in a person’s determination. Each one of you has the talent, all you need to do is explore it and nurture it to the best of your ability. Your attitude will determine how well you do it.

When you dare to get out of your circle of comfort and explore the unknown, you start to liberate your true human potential. I am sure that this day you are masters of our faith that the task that has been set before you is not above your strengths that its pangs and toils are not beyond your endurance. As long as you have faith in your cause and an unconquerable will to win, victory will not be denied to you. I wish

you all a happy and successful future. Always bear in mind that “happiness is the art of making a bouquet of those flowers within reach.”

Elmar Jadhav
Director- T& P,
Student’s Welfare and Corporate Affairs

Professional Trainings Prevent Material Wastage

“It is good to have good will, it is good to have enthusiasm, but it is essential to have Training

- Jawaharlal Nehru



AITR attaches great importance to the need of continuous improvement of faculty and students through regular training. In this connection a training department has been established with trainers having rich experience of training in industry and academics. Training is a way of life and it believes that everyday is a learning experience and one can add value by keeping ones mind open for new, innovative and creative ideas. The institute has a pool of highly knowledgeable and experienced faculty, whose expertise is utilized for grooming the junior faculty and the students. The approach is by sharing the knowledge through formal and informal settings.

The institute has designed a module for faculty development comprising effective teaching methods and techniques. The module consists of Communication Skills, IT skills, creative skills, public speaking, presentation skills, active learning, lesson planning, lecture preparation, time management skills, paper setting techniques, evaluation methods of class work, sessional work, motivational skills, leadership skills, research methodologies, conducting tutorial classes, confidence building etc.

The institute also shares its expertise with the industries and other academic institutions. In this connection a number of “ Management Development Programmes” have been planned which will be offered to the outsiders. MDPs of short duration will be useful for practicing managers and faculty for updating their knowledge in specific areas. Our belief in all round development of the students is apparent from the opportunities we provide to our students in the field of sports, games, elocutions and cultural activities. For strengthening and developing their personality, a number of training modules have been developed, which will help the students in confidence building and facing the challenges of a professional career.

Dr. P. K. Banerjee
Head -Training and Placement

From the Desk of the Editor



This present volume is a companion to the previous issues, which were meticulously designed and addressed to the students for procuring excellence in learning and to the teachers, parents and society who guide them directly or indirectly. Undeniably a student has every right to know about the access for excellence in learning. Apart from outstanding performance in the university examination he is expected to prepare for life's battle. For accomplishing the desired targets a student should use every minute of his student life to build himself intellectually, physically, emotionally, aesthetically, morally and spiritually strong. Having received the education at the cost of the toiling and educationally starved millions, he cannot be excused if he neglects the primary duties in the society he lives in. If an educated doesn't develop a scientific

attitude and a true spirit of enquiry he isn't different from illiterate brethren who unfortunately are deprived of the portals of education.

The progress of mankind from stone age to space age was possible through thorough analysis and impartial outlook. The frontiers of knowledge are ever expanding and are unencompassable, hence whether it is little John or Superman, his idea should be tested on the anvil of our own reasoning. And if you fail in it, you are betraying the society of the trust it reposed while spending its valuable resources on educating you. Education is a social power, and as a recipient of this strongest tool, you are expected to yield not only your individual advancement but also emancipation of all who are entrapped in present social structure. One should not forget that society is not an amorphous entity but what we make of it.

Our predecessors sacrificed their lives and answered the call of the times in which they lived. Perhaps today the world is deafened to respond and beckon to the call of the present times. But sooner or later you have to fulfill this task assigned to you by history. If you succeed, you will take a prideful place in the comity of nations and in accomplished this you should follow the only religion bestowed to you—the religion of humanism.

“The best educationist hasn't born yet
The best preacher hasn't preached yet
The best ruler hasn't ruled yet
The best leader hasn't led yet

.....
Cheer up, for the world is still young

Who says there's no chance for you?

With Warmest Regards,
Dr. Anita Thakur

Thought of the Volume

Functioning eyes belong to those who are educated. The rest are blind.

News of the campus

Republic Day Celebration



The institute celebrated the Republic day on 26th January 08. The flag was hoisted on the ramparts of the institute by the chief guest Er. Ashok Saklecha, an industrialist and a social activist from Los Angeles, USA. The charitable hospital at Indore and the charitable school at Bhanpura, Mandsaur district, are some of his major contributions made for the upliftment of society. The institute welcomed the Chief Guest with a profound feeling of warmth and courtesy. Several speeches commemorating the sacrifices made by the great legends were delivered to strengthen the patriotic feeling of the students who are the only hope of the future.

Scholarships Awarded



As a customary the institute offered merit scholarships to eight students who have notched the first position in RGPV semester examination. The award comprised Rs. 8000/- for the meritorious students and the needy. The Chief Guest, Shri. Ashok Saklecha appreciated the institute's encouraging approach towards academics and having impressed by the same he declaimed his strong desire of sponsoring the scholarship amount in the forthcoming years. His step of getting associated with these awards exhibits Shri. Saklecha's keen inclination towards education and the development of the nation at

large. Rashmeet Khanuja CS III, Druvika Raj, IT III, Akansha Vyas EC III, Juhi Gandhi EI III, Pankhuri Sharma CS II, Rahul Jain IT II, Aman Nagori, EC II, Ayushi Motwani CS II and Neha Sharma MCA II yr. were the recipients of these merit awards.

Lecture on Career Guidance and Higher Studies in Abroad



AITR was highly privileged to host the lecture of Ms. Sarah Grow, American Consul Officer, Mumbai on 5th Feb.08 on an issue concerning higher education in US and student visas. The lecture benefited the students willing to shift for Hr. studies to US. The presentation comprised the fabric of America's culture, traditions, politics and education. It was followed by a query session and discussion pertaining to interviews at visa offices and other vital issues. The management and the higher authorities were indebted to all the American delegates for enlightening the students with the right information.

The Summer / Winter School Events organized: Guest Lectures/Seminars/Workshops

Lecture on Supply Chain Management



A lecture on "Supply Chain Management" was organized by FMS, Acropolis for MBA students on 17 Nov. 08. Mr. Bablu Tiwari, Head-Supply Chain Management, Gati India Pvt. Ltd., Indore delivered the lecture.

Lecture on Cultural heritage of India & its Relevance to Indian Management



A lecture on "Cultural Heritage of India & its relevance to Indian Management" was organized by FMS, Acropolis for MBA students on 11 Dec.08. Dr. Mangal Mishra, Pincipal- Shri Cloth Market Kanya Vanijya Mahavidyalaya, Indore delivered the lecture.

Lecture on Time Management



A lecture on Time-Management was organized by FMS, Acropolis for MBA students in the month of March 08. Mr. Abhishek Navlakh~~█~~a, Business Development Manager, Vodafone, Australia, addressed the students and instilled into them the importance of time and its application in a specific situation.

Lecture on How to prepare for Interviews – AITR



A lecture on “How to prepare for Interviews” was organized by the Training and Placement Cell, AITR, for the students of BE, MBA and MCA on 19th Feb.08. Shri. Atul Bharat, Director- Training and Corporate Relation, IPS Academy, Indore delivered the lecture that has benefited the vernacular groups.

Workshop Conducted



Dr. Anand Sapre, Director - FMS, AITR, conducted the workshop, as a facilitator, on “Behavior Change Communication and Information, Education, & Communication” in Health Care sector on 1st & 4th feb’08 at CMO office, District Training Centre, Dewas.

Workshops Attended – FMS

Dr. Anand Sapre, Director FMS and all the faculties of FMS, AITR, attended the 17th IMA National Management Convention 2007 on 7th & 8th Dec’08, on the topic “Unshackling Leadership: Challenges for Genext” at Abhay Prashal, Indore.

- **Dr. Tripti Udawat, Reader, FMS, AITR**, attended workshop at School of Economics, University campus, Indore on 1st feb'08, on the topic “Commodity Trading & its Effectiveness”, sponsored by Forward Markets Commissions, Mumbai.
- **Prof. Avinash Desai & Mr. Sandeep Singh, FMS, AITR** attended workshop on “National Entrepreneurship Network, at Indore Institute of Management, Indore.

Workshops Attended – MCA

- **Prof. D. M. Puntambekar**, Head FCA, and **Mrs. Pushpa Pathak** Reader, FCA, participated in training Program on “Industry perspective in Multicast Routing & Mobile Platform on January 10, 2008, held at IIPS auditorium.
- **Prof. D. M. Puntambekar**, Head FCA, attended workshop on “Agile NCR 2008 Conference”, at Ansal Institute of Technology, Gurgoan, on 8th March'08.
- **Zulfa Shaikh**, lecturer, Faculty of Computer Application, attended five days training on “Storage Technologies” organized by EMC² Pvt. Ltd at Amity University, Noida(U.P) from 26th Nov-01 Dec 2007. It was an extension programme of the previous trainings.

Workshops Attended – Engineering

- **Mr. Suresh Batni, Reader, Dept. of Mechanical Engg.** attended a workshop on CAD software for Engineering Graphics “Solid Edge” held at RGPV, Bhopal CAD centre, Bhopal between Aug.31 and Sep.01 2007.
- **Ms. Richa Tiwari Gupta, Reader, Dept. of Computer Science** attended a training programme “Pravesh”, Academic Industrial Relationship, held at IPS, Indore during 28- 29 Jan.08
- **Dr. Anita Thakur, Reader, Communication Skills** attended the following workshops at GNITS, Hyderabad between 6th Jan.08 – 11th Jan.08.
 - Resocial Agency of verbal art, conducted by Prof. David G Butt, Macquarie Univ., Australia.
 - Strategies Developing LSRW by Dr. Singh, National Law Univ. Patna
 - Designing Curriculum for the I yr. Students of Engineering –A Panel Discussion
 - Stylistic Features in Advertising Rhetoric- An Inquiry
 - Towards Task Based Language Learning
 - The Role of Drama in Improving the Oral Communication Skills Through Literature
 - Workshop on Semantics
 - Ads as Aids
 - Can the teaching of Phonetics be made more interesting?
 - Integrating English Language Skills in Education
 - Integrated English Language Teaching through Grammar
 - Task-Based Approach For Language Learning

- Error Correction and Evaluation in I yr. Under graduate English Class

Achievements - Faculty

- **Prof. D.M. Puntambekar, HOD-FCA**, has been nominated as Director, Board of M.P. State Electronic development & Corporation, (MPSEDC), Bhopal.
- **Prof. D.K. Mishra, Prof. & Head, Dept. of Computer Science** has been nominated as Secretary IEEE - MP Subsection.
- **Prof. D.K. Mishra, Prof. & Head, Dept. of Computer Science** is invited by WSEAS, GREECE, as speaker in an International Conference.
- **Dr. Anita Thakur, Reader, Communication Skills** was rewarded the best speaker in one of the Workshops held at GNITS, Hyderabad on “Designing Curriculum for the I yr. Students of Engineering – A Panel Discussion” on 7th Jan.08.
- **Dr. Anita Thakur, Reader, Communication Skills** acquired Post Graduate Certificate in the teaching of English Language (PGCTE) from English & Foreign Languages University, Hyderabad.

Achievements – Students

- **Mr. Rohit Pathak, CS-II yr.** participated in a National Level Event, “Ingenious’ 08” and won I prize in Computer Programming Competition held at SVITS, Indore in March 08. He was awarded a certificate and an APPLE iPOD (30 GB) worth Rs. 16,000.
- **Ms. Pratibha Periwat and Ms. Darshita Bapat – IT III yr.** participated in Soft ware Lobby competition in a National Level Event, “Ingenious’ 08” held at SVITS, Indore in March 08 and won i-pod shuffle individually.
- **Mr. Rohit Pathak, CS-II yr.** won third prize in paper presentation contest held at IIT Roorkee in April 08. He got an internship offer from GURUTI.com and a cash reward of Rs. 1500/-.
- **Mr. Anurag Pagey, Mayank Upadhay, Kushal Asija and Vikas Raikwar, MCA Iyr.** won First Prize in “ Sixth National Inter Institute Software Development contest” held at PIMR.
- **Ms. Ankita Gupta IT-I yr.** is selected as member of International Youth Exchange Programme arranged by Rotary International District 3040. She will be moving to Malaysia in the month of May-June for a couple of weeks.
- **Mr. Ayush Mudgal and Aman Sharma, EC-III yr.** were awarded 2nd prize in paper presentatin contest, in a Techfest “Techno Search 08” organized by Maulana Azad National Institute of Technology, Bhopal, on 9th April 08.
- **Mr. Ayush Mudgal, EC- III yr.** is entitled for an “Intern” under the able guidance of Prof. Alexis Boegli, at Institute of MicroTechnology (IMT), Neuchatel, Switzerland. He will be moving to Switzerland in the month of June for a short duration. Prior to this selection he had submitted two projects at IIT Delhi.

Faculty Development Programme in Progress

The institute organized rigorous three months Faculty Development Programme for all the Lecturers and Sr. Lecturers of BE, MBA and MCA for improving their teaching and administrative skills, on all Saturdays, under the able guidance of Dr. P.K. Banerjee, HOD- Training and Placement. The programme - lecture series, workshops and case studies, is benefiting more than 50 faculty members. This two –way interactive programme will continue till June 2008.

Faculty Development Programme Attended:

Mrs. Aarti Sharma, Lecturer- Dept. of Mathematics attended a short term training programme on “Mathematical Modeling & Mathematics”, under Quality Improvement Programme, from 10th March 08 to 14th March 08 at IIT Delhi.

Industrial Visits - FMS



- As a part of the curriculum, I yr students of MBA visited Plethico, Dhar (MP) in Nov.08. Mr. Sharat Kumar – Head, informed the students about Material Management, Codification, Supply Chain Management and Production Process
- The students of II yr. MBA visited Grasim Staple Fibre Division, Nagda in Nov. 08. Mr. K.K.L Das, Sr. Vice-President accompanied and informed the students about Increasing Man Power efficiency, in an organization, to face competitive challenges. Students witnessed production process and distribution system of staple fibre.

Inter College Quiz

- Mr. Aditya Desai – IT III yr. and Mr. Rahul Jain – CS III yr. participated in the final round of the Inter college Quiz competition organized by IIM & The Edge Makers on 26th January 08 at Abhay Prashal, Indore. Team AITR stood 2nd in the preliminary round and was awarded participation certificates in the final round.
- Aditya Desai IT III yr., Rahul Dalvi EC III yr. participated in the Inter college Quiz competition organized by US consulate, Mumbai, in association with Holkar Science College on 30 January, 08.

Inter College Cricket Tournament - A Cherishable Victory

The Acropolis Institute of technology & Research grabbed the “TALMEL CHARITY CUP” in Inter-Collegiate Cricket Tournament organized by the “ARCHANA EDUCATION & WELFARE SOCIETY” from 14th-16th March-2008 at GACC ground, INDORE. The team was awarded cash prize, which was donated to one of the charitable organizations. In this tournament 32 institutions took part including engineering and commerce colleges. The final match was played between Acropolis & S D Bansal Institute. Captain Jaypal Arora was declared man of the match.

Seminar Attended

The students and two faculty members Mr. Anand Babu, Lecturer, Dept. of Civil Engg. and Mr. Neeraj Agrawal, Lecturer, Computer Sc. Dept. attended a Seminar on “Technology Information Felicitation” held at Hotel President Planet on Dec. 07, 07 organized by MPCST, Bhopal.

Consultancy Services - Civil Engineering

The faculty of Civil Engineering Department is providing technical services for testing of Materials like Soil, Coarse & Fine Aggregate, Crusher Products, Cement all types, Concrete Cubes / Blocks / Cement Concrete, Interlocking Blocks, Flooring Tiles and Bricks as per NABL requirements and consultancy facilities in the field of Environmental Engineering

Energy Conservation Cell

The energy conservation is a growing concern throughout the world. AITR is also taking initiative in this direction through forming an Energy conservation Cell to improve energy efficiency and promote the renewal energy technologies in the institute. The objectives behind this cell is to promote energy efficient technology in electrical appliances, to promote non-conventional energy sources like Solar PV cells for lighting and to monitor the energy uses in the institute. Mr. Pradeep Yadav, Reader, Dept. of Mechanical Engineering is the coordinator of this cell. Students interested in energy conservation activities and related projects can join this cell.

Placements in Management

Twenty-Five students of FMS were selected through open & close campus selections held recently. Students are placed on challenging positions in the areas of Marketing, Finance and HRM with handsome packages in the renowned firms like Reliance Communication, Shriram Group, ICICI Securities, ICICI Prudential, IDBI Bank, Karvy, Symbiotec Pharma, Essar, The Strategist etc. The institute placement cell is playing a pivotal role in acquainting the students with the work culture of corporate sectors by providing industrial visits, trainings and research projects under the able guidance of various companies like Caparo, Standard Chartered Bank, Tata International and Hindustan Motors on a regular basis

| S.N O | <u>STUDENTS PLACED (MBA)</u> | NAME OF THE COMPAN Y | NAME OF THE FIRM | SPECIALI ZATION |
|------------------|---|---|-----------------------------------|----------------------------|
| 1 | Ashutosh Jha | India Mart | ICICI-Pru | Marketing |
| 2 | Alok Tiwari | India Mart | ICICI-Pru / IDBI | Marketing |
| 3 | Shakti Sharma | India Mart | ICICI Securi ties & Lombard | Marketing |
| 4 | Sonu Agarwal | India Mart | ICICI Securities | Marketing |
| 5 | Vishal Pal | India Mart | | Marketing |
| 6 | Chavi Gor | India Mart | ICICI-Pru | Marketing |
| 7 | Nidhi Kulkarni | India Mart | ICICI Securities | Marketing |
| 8 | Rakesh Tiwari | India Mart | IDBI | Marketing |
| 9 | Vishali Bhattacharjee | Symbiotec Pharma | | Marketing |
| 10 | Sunil Bhadoria | India Mart | Central Secretariat (SSC) | Marketing |
| 11 | Arpit Chhajed | Essar Vodafone | | Marketing |
| 12 | Ravendra Tripathi | The Strategist | | H.R.M |
| 13 | Ashutosh Patidar | India Mart | | Marketing |
| 14 | Ankit Bhawsar | ICICI Securities | | Marketing |
| 15 | Vivek Jain | ICICI Securities | | FINANCE |
| 16 | Neha Khandelwal | ICICI Securities | | FINANCE |
| 17 | Abhinav Singhai | ICICI Securities | | Marketing |
| 18 | Harsh Adatya | ICICI-Pru | | Marketing |
| 19 | Amar Verma | IDBI | | Marketing |

| | | | | |
|----|---------------------|--|---------------------|-----------|
| 20 | Rohit Jain | IDBI | | H.R.M |
| 21 | Anshu Gupta | IDBI | | H.R.M |
| 22 | Satpalsingh Wadhwa | IDBI | | Marketing |
| 23 | Monica Verma | Protocal 74 Outsourcin g | | H.R.M |
| 24 | Sumit Singh chauhan | Shriram Group of Technologi es, Chennai | | Marketing |
| 25 | Deepika Gupta | Reliance | Reliance communicon | HRM |

Placements in Engineering

Acropolis started its humble journey in 2005 with a mission to serve the nation with young, dynamic and skilled professionals in the field of technology and management. In the beginning of the 6th semester, 26 students of BE have notched their positions in various reputed companies. Fifteen students were selected in an open campus conducted by Satyam Computer Services Ltd., nine in Accenture and two in Persistent Systems Ltd.

| S.No | STUDENTS PLACED (BE –III YR.) | Name of the Company | Branch |
|------|----------------------------------|------------------------|--------|
| 1 | Ritu Shrivastav | Satyam | CS |
| 2 | Mansi Mujmer | Satyam | CS |
| 3 | Tanu Gupta | Satyam | CS |
| 4 | Ravish Baheti | Satyam | CS |
| 5 | Devendra Kalia | Satyam | CS |
| 6 | S.Vivek Iyer | Satyam | CS |
| 7 | Anshita Maharishi | Satyam | CS |
| 8 | Deep Chaudhary | Satyam | CS |
| 9 | Pratibha Periwal | Satyam | IT |
| 10 | Aniket Banergee | Satyam | IT |
| 11 | Paridhi Munshi | Satyam | IT |
| 12 | Druvika Raj | Satyam | IT |

| | | | |
|----|---------------------|------------------------|----|
| 13 | Vishal Gurbani | Satyam | IT |
| 14 | Raawi Agrawal | Satyam | EI |
| 15 | Tanvi Saxena | Satyam | EI |
| 16 | RashmeetKaurKhanuja | PersistentSystems Ltd. | CS |
| 17 | Akansha Vyas | Persistent SystemsLtd. | EC |
| 18 | Saurabh Mazumdar | Accenture | EC |
| 19 | Amrita Ahir Rao | Accenture | IT |
| 20 | Darshita Bapat | Accenture | IT |
| 21 | Mihir Kulkarni | Accenture | CS |
| 22 | Mansi Jain | Accenture | CS |
| 23 | Juhi Gandhi | Accenture | EI |
| 24 | Manish Shrotriya | Accenture | EI |
| 25 | Shangrilla Jain | Accenture | EC |
| 26 | Nikhhar maheshwari | Accenture | CS |

ARDOR 08

The institute celebrated its 3rd Annual Gathering and Sports Meet from 23rd Feb.08 to 29th Feb.08. After the hectic examination the students were found in highly enthusiastic mood. The environment created was full of enthusiasm. The students moved in high spirits that resulted in positive vibe. For every competition there were judges from outside. A prior audition helped to have a quality competition. In instrumental, Pushpdeep Singh played 3 instruments – table, dholak and congo, floored the judges and took away the first prize. Pranjal Vishwakarma enchanted the audience with his performance on flute and won the second prize. The event comprised some amazing performances from Harpreet Singh, Mr. Suresh Batni and others. In the ‘ADMAD SHOW’ students expressed their creativity by advertising funny products Audience went crazy. MBA students notched the first prize.

The dance competition was themed as ‘festival’. Various dances were performed by students. It depicted their artistic and creative pursuits, which was very gratifying. Preeti Sharma of BE(EC 2nd year) was adjudged the best dancer followed by Samir Datta of MBA 1st year. In Group dance category EI 1st year was the winner and EC 2nd year was given the second prize.

On 29th Feb.08 Journey of mixed emotions led to the arrival of Mr. O. P Goyal, an eminent industrialist who has done pioneering work in the growth and productivity of soyabean. A floral welcome was extended by Mr. Gaurav Sojatia to the Special Guest Mr. O. P. Goyal .

Ardour '08 started with 'GANAPATI VANDANA'. It was a classical form of "Bharatnatyam", which focused on worshipping of elephant headed God Ganesh and his various forms. The dance described the worshipping of Rang Bhumi, holy "Yavnika" and "Guru" to make the ensuing program a great success. It was based on Hansadhwani Raga and Aadi Tal.



The cultural Program started with the dances from Kashmir, Gujrat, Punjab and other parts of the nation. The youth of Acropolis carried the audience to Gujarat where people are rich in their culture, tradition but the main problem, which is creeping in the minds of youth of Gujarat is their penchant to be a greencard holder. Every youth there wants to go abroad to earn loads of money at the cost of their self-esteem and respect. The concept was nicely enacted by the students with a happy note that the hero comes back, as he realizes that East or West , India is the best.

The Chief Guest of the occasion was honourable Commissioner, Shri Basant Pratap Singh and the presiding guest of the function was Dr. V. K. Jain. With their arrival Sarawati Maa was garlanded. The lamp was lit, to mark the occasion pious and seek blessings from the almighty. The Chief Guest was welcomed by Mr. Ashish Sojtia, Chairman Acropolis, Principal of Acropolis and a student representative. Mrs. Shraddha Sojatia welcomed the guest. Mr Elmar Jadhav introduced both the guest to the assembled gentry. Annual Report was read by the Principal of the College, Shri M. D. Agarwal, which highlighted the overall achievements in the academic year 2007-08. Prof. D. K. Mishra, Prof. Prasanna Shah and Prof. Pradeep Yadav were felicitated for presenting research papers internationally. Students were awarded scholarship and best sportspersons were also give prizes by the guest of honour. The Chief Guest ushered words of blessings. Dr. Anand Sapre proposed the vote of thanks. Mrs. Pushpa Pathak (Convenor), Ms. Anjali shukla, Ms. Varsha Tare and Mr. Gaurav Chaitanya (members) coordinated the Annual Meet.

Sports Meet

Acropolis celebrated the Annual sports meet during 23rd – 26th Feb'08. Students participated in every event. There were six major events for boys - cricket, football, volleyball, chess, carrom, table tennis & five events for girls - kho-kho, volleyball, table tennis, carrom, chess.

Electronics and Communication branch defeated MBA in cricket in the final match. Mr. Saurabh Moyal (EC 2nd yr) was declared as the player of the match and the series as well, Mayank Garg (MCA 1st yr.) was announced the best batsman of the tournament.

In volleyball Electronics and Instrumentation branch defeated Computer Science branch in the final match and Dilip Kumawat (EC 3rd yr) was declared as the player of the series and Abhishek Iyer (CS 1st yr) was declared as the player of the final match, while in girls (volleyball) Electronics and Instrumentation branch defeated Electronics and Communication branch. Ms. Divyangi Shekhawat (EI 1st yr.) was declared as the player of the match and series.



In football Computer Science branch defeated Electronics and Communication branch EC by 2-0 in the final match. Mr. J P Arora and Mr. Abhijeet Singh Chouhan scored 1 goal each for their team and were declared as the player of the series and the match respectively.

In kho-kho girls, the final match was played between Computer Science branch and Electronics & Instrumentation branch, CS won this match and Ms Aditi Chaturvedi (EI 2nd yr.) was announced as the player of the series. EC branch boys emerged as the champion in table tennis while EI branch got the runner up position in the tournament, whereas in the girls' table tennis IT branch defeated CSE girls in the finals. CSE got the first position in chess in both boys' as well as girls' group whereas IT got the 2nd position for boys and girls.

In Boys' Carrom, IT defeated EC and In Girls' Carrom, EI defeated EC in their final matches. All the winners and the runner up teams were awarded trophies and certificates. Mr. Satish Talreja (convenor) Dr. Shivraj Singh Chawada, Mr. Shailesh Gondal and Mr. Anil Parashar co-ordinated the sports meet.

Inter College Volleyball - Acropolis unbeaten



Acropolis won the Intercollege Volleyball Boys Championship organized by Acropolis Institute of Technology and Research, Indore. In the final match Acropolis defeated Bansal College of Technology, Indore in direct three sets 25-20, 25-23, 25-21. MR. Vaibhav Mathankar (EI 1st yr.) was declared as the player of the tournament and MR. Rahul Kansotiya (EI 2nd yr.) was announced as the player of the final match.

In the inauguration function, MPCA Joint Secretary Mr. Vasu Gangwani was the chief guest while former women's Indian cricket team captain Ms. Sandhya Agrawal presided over the function.

Acropolis team included Mr. Dilip Kumawat (C), Rahul Kansotiya, Arpit Jangir, Apoorv Dhodapkar, Sanjeev Singh, Sourabh Arsey, Vaibhav Mathankar, Abhishek Iyer, Aveg Bhandari, Piyush Sharma. The team was awarded a trophy and certificates. Earlier in the semifinal match Acropolis defeated Sanghvi College of Technology and In quarter final they defeated IPS Academy. In this competition ten teams of various Engineering Colleges participated.

CSI - Student Branch Inauguration

CSI Student Branch, the only active branch in Indore, with a strength of 160 members, was inaugurated in the institute campus on 15th March, 2008 by Dr. Piyush Trivedi, Dean RGTU, Bhopal. Dr. Manohar Chandwani, Director IET DAVV , was the special guest. Prior to this event, elections were held for selecting the office bearers of CSI Student Branch on 4th March, 08 for the posts of Chairman, Vice Chairman, Secretary and Treasurer. 12 candidates were nominated for different posts. The candidates elected were Gautam Bhavsar -Chairman, Sushil Vijayvargiya -Vice Chairman , Aditya Desai -Secretary and Praveen Maheshwari -treasurer.



The Chief Guest, Dr. Piyush Trivedi and Dr. Chandwani officially announced the names of elected office bearers and presented badges and mementos. Oath

taking ceremony was held under the supervision of Dr. Chandwani Dr. Chandwani in his speech congratulated the institute and appreciated Prof. D.K.Mishra's efforts.

Computer Society of India (CSI) is the largest and most professionally managed association for IT professionals in India. It is currently rooted firmly at 62 different locations with 30,000 strong members. The purpose of the Society is scientific and educational, directed towards the advancement of the theory and practice of computer science & IT. Being closely associated with students, the Society has developed a well-established network of "Student Branches" across the country. The activities conducted for the students associated with the Society include lecture meetings, seminars, conferences, training programmes, programming contests and practical visits to installations.

TECHNICAL FESTIVAL - ARMAGEDDON-08

“Battlefield for Technocrats”

AITR on 1st and 2nd April, 2008 organized a national level technical festival ARMAGEDDON-08 “Battle Field for Technocrats” under the guidance of CS/IT and EC/EI department. Armageddon means a battle, but this war is not with swords or weapons, but a war of brains and intellect.

ARMGEDDON -08 was inaugurated by Shri. Anil Kumar, IG, Indore, and was followed by various technical and entertaining events.

We have named every

Events were named as per war theme. To begin with gaming freaks there was “Nemesis” that is LAN gaming competition, covering almost every category, there were racing, sports, action and strategic games. Framework & Iconoclast, as project competition and project presentation respectively.

To test the innovative minds of students there was “Warfare” the paper presentation competition. Next the “The Crusades for Companies” that is mock campus. Then there was “War of IQ's” that is quiz contest to test general knowledge and awareness of the students. And also to the delight crazy developers and programmers there was “Crack the Trojan Horse” that is the programming contest. And finally “Dynamic Vision” the poster making competition to test artistry and creative skills of students.

In all, the event was colorful and mind blowing. Around 2000 foot steps representing various institutions were present on both days. Every participant got the participation certificate.

On 2nd April. 2008 the event concluded. Dr. M. Chandwani. Director. IET.

DAVV was the Chief Guest of the valedictory function. He gave away the prizes to all the winners and appreciated the sincere efforts of the student members of CSI Branch.

Acro Notch

Papers Presented/Published by the Faculty of Engineering.



A paper entitled “SMC Adversaries and Minimizing their effect for Privacy-Preserving Data Mining” of **Prof. D.K.Mishra, Prof. & Head, Dept. of Computer Science** was published in the proceeding of Indiacom’2008, held at New Delhi, during 7-9 Feb.08

A paper entitled “Congestion Control for Preserving Privacy in Secure Multi Party Computation” was presented by **Prof. D.K.Mishra, Prof. & Head, Dept. of Computer Science** in an International Conference held at Mysore during 10-11 April, 08.



A paper entitled “Feature based Reverse Engg. of Crank Shaft” of **Mr. Suresh Batni, Reader, Dept.of Mechanical Engg.** was presented in 15th ISME International conference on “New Horizons of Mechanical Engineering” held between 18th March and 20th March, 08 at RGPV, Bhopal.



A paper entitled “Radical Changes and Shifting Paradigms in Inter cultural communication: *With special reference to Gender*” was presented by **Dr. Anita Thakur, Reader, Dept. of Humanities** in an International Conference “ICEG-2008” held at GNITS, Hyderabad between 6th Jan.08 and 11th Jan.08.



A paper entitled “Impact assessment of Industrial Pollution: A Case Study” was presented by **Ms. Kashfina Kapadia, Reader, Dept. of Civil Engg** in an International Conference “Environmental Management: Scenerio and Strategies to 2020”(EMASS-2020) organized by Ujjain Engineering college, Ujjain during 26-27 Dec.07

A paper entitled “Gas Turbine Condition Monitoring using ANN” by **Mr. Pradeep Yadav, Reader, Dept. of Mech. Engg.** was presented in the International Conference “2nd Technology and Innovation for Sustainable Development” at Faculty of Engineering, Khon Kaen university, Khon Kaen, Thailand during 28-29 January, 2008.

- A paper entitled “ Performance Evaluation of Two On-Demand Routing Protocols for MANET” was presented by **Mr. Kapil Sachdeo, Reader, Dept. of Electronics**, in a National Conference on WOC-2007, PEC Chandigarh during 13th -14th Dec.2007
- A paper entitled “Computing the Speed of Moving Object using Image Processing” was presented by **Mr. Dinesh Bhati, Sr. Lecturer, Dept. of Electronics**, in a national conference “Emerging Trends in Electronics Engineering and Technology” held at MIT, Ujjain in March 2008.



A paper entitled “Wavelength dependent photolysis of benzil” of **Dr. Shivraj Singh Chawada, Dept. of Engg. Chemistry**, was presented in a National Conference “Bhartiya Vigyan Sammelan-2007” organized by Vijnana Bharti, M.P.C.S.T. & R.G.T.U. Bhopal, held at Bhopal, Madhya Pradesh during 23rd-25th Nov. 2007



A paper entitled “Introduction to Wavelet Transform with application to Image Compression” was presented by **Mrs. Aarti Sharma, Lecturer, Dept. of Mathematics** in a national conference “Bharatiya Vigyan Sammelan-2007” held at Bhopal during 23-25 Nov. 2007.

Papers Presented/Published/Attended by the Faculty of MCA



Prof. D. M. Puntambekar, Head FCA, and Prof. Pushpa Pathak, Reader, FCA presented a research paper entitled “Quality Initiatives through Six Sigma”, at second PIMR International conference on “Navigating Glocalisation Through Quality Initiatives” on 31st January '08. The paper was published in the journal.



Prof. Shailesh Gondal , Reader FCA and Ms. Varsha Tare, Reader, Dept. of Computer Science (Engg.) presented a paper entitled “Problems Encountered in Implementation and Deployment of ERP” on 21st Feb'08, at Chikli district Buldana conducted by ACM.

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Zulfa Shaikh, Lecturer, Faculty of Computer Application, and Ms. Mamta Sakpal, Lecturer, Dept. of Comp. Sc.(Engg.) presented a paper entitled “Congestion Control in SMC” in International Conference on Data Management

2008 organized by Institute of Management Technology, Ghaziabad (U.P) on 25th and 26th Feb, 2008.

- **Zulfa Shaikh, lecturer, Faculty of Computer Application**, participated in a National conference Bhartiya Vigyan Sammelan-2007 organized by MP Council of Science and Technology, Rajiv Gandhi Technological University, Bhopal from 23rd -25th Nov 2007.

Papers Presented/Published by the Students of Engineering

- **Mr. Rohit Pathak, CS-II yr.** presented a paper and Business Plan on “Nano Technology” at IIT Kharagpur in Feb. 08. Two papers of Mr. Rohit were also published in the institute journal.

The following students presented their research papers in a National Level Techfest “Technosearch 08” organized by Maulana Azad National Institute of Technology, Bhopal on 9th April 08.

- **Mr. Mihir Kulkarni and Aakash Ameriya, CS III yr.** presented a paper on “Burn Water- Boost Mileage”
- **Mr. Bhavesh Agarwal and Abhijeet Singh Chauhan, CS III yr.** presented a paper on “Mobank - The Advance Money Carrier”
- **Mr. Vignesh Rege, EC- III yr.** presented a paper on “Recombinant DNA electronics”
- **Mr. Ayush Mudgal and Aman Sharma, EC- IIIyr.** presented a paper on “Image Resizing using “MATLAB”

The Curtain Raiser

Wipro Technologies

Wipro Technologies is the provider of integrated business, technology and process solutions on a global delivery platform

Wipro is ranked 4th in the ‘Top Companies for Leaders’ in India, 5th in Asia Pacific region and 20th globally

Wipro participated in the 'Top Companies for Leaders' 2007 Survey conducted by Hewitt Associates, Fortune Magazine, and The RBL Group and were amongst 563 companies globally to participate. Wipro was ranked 4th on the ‘Top Companies for Leaders’ in India, 5th in Asia Pacific region and 20th globally" To select the Top Companies for Leaders, Hewitt Associates and its research partners Fortune and The RBL Group surveyed companies around the world. They completed a detailed questionnaire that examined factors that influence leader quality and

depth in organizations and the consistency of these with strong leadership practices. Approximately 550 companies globally were invited to participate in the process based on this analysis. In addition, senior business executives from each finalist company were met with to discuss how leadership is a part of their organization's culture. This is the largest research study ever conducted on how financially successful companies grow great leaders.

Pratik Kumar, Vice President, Wipro said, "This is a great honor for all of us at Wipro. Our understanding of leadership at Wipro has been a differentiator on how leadership is important at every level not just at the top and that's a great way to nurture leadership. Every Wiproite has contributed to this by actively participating in all the leadership initiatives."

Wipro Technologies is a global services provider delivering technology-driven business solutions that meet the strategic objectives of clients. Wipro has 40+ 'Centers of Excellence' that create solutions around specific needs of industries. It delivers unmatched business value to customers through a combination of process excellence, quality frameworks and service delivery innovation. Wipro is the World's first CMMi Level 5 certified software services company and the first outside USA to receive the IEEE Software Process Award.

Fast Facts

The largest independent R&D Services provider in the world

Over half billion revenue from R&D

Among the top 3 offshore BPO services provider in the world

A strategic partner to five of the top ten most innovative companies in the world

Only Indian company to be ranked among the top 10 global outsourcing providers in IAOP's 2006 Global Outsourcing 100 listing

Awards

- [Wipro Wins International Institute for Software Testing's Software Testing Best Practice Award](#)
- [Wipro tops Global MAKE Award 2007](#)
- [Wipro and Nortel win Outsourcing Excellence Award](#)
- [Wipro bags SAP® Pinnacle Award for Software Solution Leadership](#)
- [Wipro BPO sweeps IQPC's 2007 Global Excellence Awards](#)
- **Wipro wins at RASBIC Awards 07-08 for Excellence in Recruiting**

CAREERS IN INDIA

The exciting world of Wipro Technologies, India is looking at hiring candidates with expertise in areas like

| | |
|--|---|
| Human Resource / Recruitment / Training | Testing Services |
| Finance/Accounts/Auditing | Legal / Law |
| Marketing /Sales / Business Development | Wireless Services / Switching Systems |
| Microsoft, Mainframe & Internet Technologies | Independent Verification & Validation / Quality |
| Functional & Domain Consultant | Enterprise Application Integration (EAI) |
| CRM / SCM/ ERP / JDE | Banking / Finance / Securities / Insurance |
| Enterprise Security | TISP Solutions – OSS / BSS |
| E-mobility/ Mobile commerce | IT Infrastructure |
| Dataware House | Open Systems / Databases |
| Energy & Utilities / Retails / Manufacturing | Technical Writing /Technical Documentation |
| Healthcare/ Life sciences / R & D | Embedded Systems / VLSI / System Design |
| Portals & Content Management | Webservices |
| Messaging (Exchange) / Storage | OS / Computing / Platform Technologies |
| Peoplesoft / SAP / Oracle | |

Male - Female Ratio Among IT Professionals

| Company | M/F Ratio |
|--------------------|-----------|
| ROLTA | 24:1 |
| MASCON GLOBAL | 19:1 |
| HCL INFOSYSTEMS | 12:1 |
| ADOBE | 11:1 |
| EDS | 500:1 |
| DIGITAL GLOBALSOFT | 7:1 |

| | |
|-------------------------|-----|
| HCL TECHNOLOGIES | 6:1 |
| SUN MICROSYSTEMS | 6:1 |
| HP | 5:1 |
| CAPGEMINI | 5:1 |
| INFOSYS | 5:1 |
| KSHEMA TECHNOLOGIES | 4:1 |
| WIPRO | 4:1 |
| TCS | 4:1 |
| SAP | 4:1 |
| HUGHES SOFTWARE SYSTEMS | 4:1 |
| IFLEX | 4:1 |
| PHILIPS | 3:1 |
| COGNIZANT TECHNOLOGY | 3:1 |
| NIIT | 2:1 |
| THOMSON FINANCIALS | 1:3 |

Women bang glass ceiling in InfoTech sector

The American IT sector is being outpaced by India in the race to attract more women into high-powered technology jobs, notoriously dominated by men.

Figures from Nasscom reveal that female technicians are steadily narrowing the gap on their male rivals as the number one choice for new, intermediate or senior-level expertise in IT.

Sangeeta Gupta, VP, Nasscom, says that in the software industry, the male to female ratio in 2007 was 65:35. The trend is likely to continue and in fact gain momentum.

In US, however, there's been an 18.5% slump since 1996 in the percentage of women working in IT, according to the Information Technology Association of America.

IT companies are taking steps to encourage diversity among their workforce. MNC IT companies are pursuing a strategy to pay their staffing vendors a higher fee to recruit women, says E Balaji, director, Staffing Solutions

Gupta adds, "Emerging markets such as the ITES-BPO segment have started hiring more women as compared to the traditional IT services industry."

Women consider the IT industry lucrative as compared to other industries and without the hassles of being located in remote towns, or in more difficult conditions, says Balaji.

Achutan Nair, GM, Wipro, also affirms the trend. "We have seen a notable increase in the male/female ratio of our technical hires.

This also represents the increase in the number of women enrolling in engineering colleges in India and the absence of a gender-based glass ceiling."

And the performance of the women has been impressive. Some have made it as project manager faster than their male batchmates.

There have even been instances, says Balaji, when only women have made it as project manager, while none of the men in their batch made it.

Kavita Vimuri, director, technological development and promotion centre, CII, Chennai, feels more women in senior positions can be encouraged by a few innovative steps.

Acro Aggrandizement

New Milestones Ahead

Teach for India Education & Research Samiti, Indore is formed with the purpose of providing quality education. Keeping this as an objective, AITR began the journey of excellence in Sept. 2005 with Engineering Courses having four branches viz. Computer Science, Information Technology, Electronics & Communication & Applied Electronic & Instrumentation. The

excellent combination of the best infrastructure and dedicated faculty along with the hard work of students brought rich fruits with 76% result in the very first year.

In this journey of excellence the year 2006 saw the beginning of MBA and MCA courses.

The year 2008 has new milestones ahead as we are coming up with **Acropolis Institute of Management Studies & Research, Indore** with a host of courses in commerce, management and science streams such as:

| Name of the Course | Duration | Eligibility |
|---|-----------------|-------------------------|
| BBA (Plain) | 3 Years | 10 + 2 in any Stream |
| BBA (Hospital Administration) | 3 Years | 10 + 2 with Biology |
| B.Com (Hons.) | 3 Years | 10 + 2 in any Stream |
| B.Com (Plain, Insurance Mgmt., Foreign Trade, Tax Procedure, Office Mgmt, Advertising, Sales and Sales Management) | 3 Years | 10 + 2 in any Stream |
| BCA | 3 Years | 10 + 2 with Mathematics |
| B.Sc (Electronic Media) | 3 Years | 10 + 2 with Science |
| Bachelor of E-Commerce | 3 Years | 10 + 2 in any stream |
| Master of Foreign Trade (Integrated) | 5 Years | 10 + 2 in any stream |

Acropolis, an Institute with Engineering & Management Wisdom, with a combination of experienced, growing and energetic faculties along with extra ordinary infrastructure is imparting value added education of global standards to help the students work for competitive excellence and become excellent professionals.

With new directions, new heights & new aspirations, we are coming up with Acropolis **Institute of Management Studies & Research** because Acropolis is not a part of crowd as we strongly believe that **winners don't do different things they do things differently.**

Do You Know?

Roof Top Rainwater Harvesting through Public Participation

Urban centers in India are facing an ironical situation today in water sector. On one hand there is acute water scarcity and on the other hand the streets are often flooded during the monsoons. Rapid developments of cities and population explosion in urban areas have lead to over extraction of ground water resources resulting in declining of ground water levels, shortage of water supply, intrusion of saline water in coastal areas and increased pumping lift seriously affecting socio-economic conditions. The rapid urbanization has also resulted in reduction in original permeable ground surface because of paved roads and construction of storm water drains for aiming to drain the water as quickly as possible to nearby natural stream, river or sea to avoid flooding of ground and disruption in traffic. These surfaces and quick disposal gives less time for rainwater to percolate into the natural ground to replenish the subsurface aquifers causing dropping of water levels or drying up of wells.

Indore City is also facing water scarcity problems especially in summer season. This is mainly due to lack of public participation in efficient management of available water resources. As water managers we need to involve community participation in conserving this precious natural resource. This requires technical back up to public also. To create the awareness among the various sections of the society, the rainwater harvesting awareness camp was organized by Acropolis Institute of Technology and research in different colonies of Indore city.

In scientific terms Rain water harvesting may be defined as conservation of rainwater by creation of storage or other facilities over the surface of the earth to retard the process of runoff and to accelerate the process of infiltration and percolation into the ground. Broadly it means to make optimum use of rain where it falls. The term recharge of Ground water resources implies that the rainwater has to be collected by creation of some facilities and water is made to join ground water. This process is also known as water harvesting. The ground water recharge or rain water harvesting can be done in two manners one corresponds to the slow recharge in which the creation of storage and other facilities are planned to achieve the increased ground water recharge in natural way. Other is the fast or direct recharge of water in the well or tube wells. This process though yields faster results, has a danger of deterioration of the ground water quality.

The rainfall pattern, frequency and its intensity, nature and type of catchment's area, topography of area are the factors affecting the technique to be used for rain water harvesting. Understanding of geological map and ground water level has major role in selecting the areas feasible for rainwater harvesting. The deep ground water level indicates the higher scope of rainwater harvesting for artificial recharge. The climatic conditions like humidity also affect the type of storage. The best time to harvest water is during intermittent rains.

Rainwater Harvesting Elements:

Catchments surface: The catchments of a water harvesting system is the surface, which directly receives rainfall and provides water to the system. It can be paved area like terrace or courtyard of a building or and unpaved area like a lawn or open ground. The effective catchments area and material used in the constructing the catchments surface influence the collection efficiency and water quality.

Conveyance System: Conveyance systems are required to transfer the rainwater collected on the catchments surface to the storage tanks. This is usually accomplished by making connection to one or more down pipes connected to collection devices. A filter is used to remove suspended pollutants from rainwater collected over roofs, to remove debris and dirt from water before it enters the storage tanks or recharge structure.

Storage tanks: Depending upon the space availability, these tanks should be constructed above the ground, partly underground or fully underground. They may be constructed as a part of the building or may be built as a separate unit located some distance away from the building. The design considerations vary according to the type of tank and other factors. Maintenance measures like cleaning and disinfecting are required to ensure the quality of water stored in the container.

Recharge facility: Alternative to storing rainwater may be charged into the ground water aquifers. The main objective of artificial recharge is to provide sustainability to ground water by restoring supplies to aquifers depleted due to excessive draft and enhance recharge to the aquifers lacking adequate natural recharge both in space and time.

Advantages of Rainwater Harvesting:

- If the rainwater happens to be brackish harvesting will progressively reduce the salinity and iron salts will also be leached out.
- Rainwater harvesting helps to conserve and augment the storage of ground water aquifers thereby improving the ground water table.
- Continuous recharge of ground water using rainwater helps to improve the ground water quality considerably.
- Rainwater harvesting helps to sustain the moisture level in the sub-soil so the cracks during the dry periods to be minimized of that buildings which are constructed on the clay soils.
- The structures required for rainwater harvesting are simple and economical.
- Rainwater Harvesting can reduce storm drainage load and flooding of low lying areas.
- Rainwater Harvesting provides a water supply buffer for use in times of emergency or breakdown of the public water supply system, particularly during natural disasters.
- In areas where no piped water supply is available, a dug well is not applicable (When there is no suitable aquifer) or when gray water is needed because potable water is too expensive, rainwater harvesting is a good solution.

Precautions:

- a. Smooth roof surface is desirable for easy flow of water.
- b. The roof should not be under trees to prevent dirty leaves and bird droppings falling on its surface.
- c. The ferro cement tank should be properly sealed to keep out mosquitoes, insects, lizard etc.
- d. Before the onset of monsoon or after one or two rains the roof surface should be properly cleaned and water should be diverted away from the storage tank to ensure collection of clean water only.
- e. Filter should be cleaned periodically to remove impurities and dirt.
- f. The joints should be regularly checked for leakage and repaired wherever necessary.
- g. There should not any poisonous substance, chemical or iron material on the roof surface.

Social Networking for Healthcare

EXTENDED ABSTRACT



In this paper, we have tried to bring to light the immense benefits of social networking in the context of medicine and healthcare.

Having proven its usefulness in the domains of education, business, science, communication and a huge number of other applications, this highly revolutionary technology has now started scaling new heights in the medical territory as well. At the same time, innovative internet techniques and application programs have now opened a vast list of options for individuals seeking medical aid online. Starting with casual chat channels and online searching, medical practitioners and doctors are now shifting towards more content specific web-applications such as blogs , online communities , podcasts etc. and are reaping the benefits .With I.T. giants such as Google , Yahoo and MSN working towards shaping their online community websites to deliver a more cutting edge stream of information and enabling more and more specialists , the world over to share their knowledge , the world is soon to become a social hub with all remedies being just a click away.

Since its evolution, in the form of formal chat rooms, till today, having acquired the shape of online community websites such as Orkut, Facebook, Myspace, etc. social networking has been presented in numerous ways. But its basic purpose remains the same: to enable people across the world with similar ideas to interact and share knowledge and ideas and to create a virtual pool of information. Applying this highly versatile concept to healthcare and medicine, we get what can be called a “worldwide health and wellness centre”. Moreover the services provided by such a virtual centre would be free of cost. Web logs, or “blogs”, as they are popularly known, have emerged as one of the most powerful sources used by medical practitioners and researchers worldwide to present their latest innovations and findings to the entire world as well as to accept feedback in the form of queries and suggestions in a convenient manner. Blogs such as thehealthcareblog.com, worldhealthcareblog.org etc are some of the major contributors in this arena.

Social network services such as Myspace , Facebook and Orkut launched an era of forming like minded online communities and medical researchers and doctors were quick enough to device their clinical applications. These communities now enable a patient in one niche of the world to consult a reputed physician in another continent, using just a P.C. and an internet connection. Moreover these sites offer specialized search engines to search for remedies and treatments in the most specific manner. The Centre for Disease Control and Prevention has taken this concept to the next level by organizing an online virtual fair on subjects like “pandemic flu resources”. Visitors can learn a lot from such organizations.

CONCLUSION

We have conducted extensive research work regarding the most efficient utilization of social network services for medicine, health and clinical research. The healthcare avenue is ever expanding in knowledge and proper application of social networking can help in broadcasting it throughout the world. Geographical and financial barriers are now no more hindering the masses to obtain expert advice on all health related queries. On the other hand sharing of information among professionals and practioners is inducing astronomical developments in the science of medicine. Even the common man can explore and benefit a lot using this technology.

FUTURE SCOPE

As newer and better innovations are being devised in the healthcare world, the responsibility of delivering the information to the masses can be fulfilled by a channelized application of social networking. The advent of information technology and the constantly expanding community of internet users around the globe will add to the bright prospects of this technology .With established companies adding to the features of their networking websites, social networking and healthcare, can join hands to really benefit the future of mankind and contribute towards social welfare.

Mr. Rahul Raje CS III yr. & Mr. Rohan Mittal EI III yr.

THE ART OF ENGINEERING LEADERSHIP



Inspiration is the driving factor for any achievement and we by virtue of being humans have the ability to what we aspire for. Nevertheless we are in a techno – age, an age where there is a slim difference between the magic and reality. The **magic** – yes, but strictly in the technological sense. Think of it as an eighteen-wheeler screaming down the pike carrying the future of computing with it. The driver is friendly. You can either stick out your thumb and hitch a ride or be left in the dust.

If you're an engineering techie, whether you're a senior engineer or raw recruit, whether you're an instrument technician or maintenance mechanic, you can enhance your job, your results – and your pay – by acquiring some leadership skills. Here are some positive ideas on what engineers can do to develop their own leadership skills.

Understand the objectives

A leader must understand goals and have the capacity to plan the steps needed to accomplish them. This does not imply trying to understand grand corporate objectives. It means projects and

schedules within your own scope of work. And go beyond that, as far as you can: Who generated the need for this project? How was it budgeted? What are the maximum and minimum results expected? What is the real urgency?

Success involves identifying the correct results required and knowing the right steps — which includes recognizing the wrong steps too. Leaders must have a clear understanding of what it takes to accomplish the overall objective effectively. And that means doing the job quickly, and well. On budget, on time.

A leader does not require detailed knowledge; it suffices to have someone on the team who has the required expertise. It's important for the leader to recognize what is needed, and where to get it. The broad knowledge is important, not the details.

Willing followers

First and foremost, leadership involves willing followers – people who are motivated to work with you to accomplish the objectives. When workers put in their best efforts, leaders must offer something in return – respect, encouragement, appreciation and reward. Getting the best out of people is the hallmark of a good leader.

Different people have different needs and motivations. Spend some time with each person on your team, listening to his or her ideas. Here's an old axiom that helps: *“People like to do what they're good at, and good at what they like to do.”* Understanding what a person enjoys will go a long way towards getting the best out of that person.

The days of the slave driver are long gone; intimidation achieves very little beyond immediate acceptance by timid followers, or angry rejection by good workers. People who are yelled at may go back to do the job correctly, but it's never their best effort. Leaders have the ability to inspire and motivate people to do their best.

TORI – Trust, Openness, Respect, Interdependence

A good leader trusts, which engenders trust. Don't hide mistakes. When there is a setback, share your problems openly and get the team involved in solutions. Respect people's differences and needs, their weaknesses and their strengths. Use people for their skills, and provide teamwork where experience is lacking.

Celebrate small successes. Give credit when it's due. Get the team involved in recognition of jobs well done. When extra effort is put in, recognize and reward it appropriately. Don't bribe – motivate.

For some, winning an argument provides a false sense of control and leadership. Good communication seeks to achieve and resolve, not to defeat or humiliate others. Never back anyone into a corner. Don't seek to prove the other person wrong. It is important to remember that no one is always right.

Leaders have confidence in themselves, and the people working for them. No matter what the situation, when a problem comes up the leader takes responsibility. The best way to solve problems is to resolve it by focusing 100% on the solutions. And after the problem has been resolved, review the “*lessons learned*.” The benefit of leadership is that everyone can learn from both success and failure – bad and good experiences alike. Problem solving can be a good experience and a great builder of character and leadership.

Taking responsibility

Recognizing mistakes is often the best sign of leadership. Leaders stimulate teamwork, without blame. They expect results, and look for solutions when results are below expectations.

Think about this – taking the blame, means taking responsibility. It should be learned quickly that “*finger-pointing*” is an unfair way to shirk responsibility. Looking for people who accepted the blame when something went wrong – promote them quickly for taking responsibility.

If you make a mistake, admit it. It is surprising how quickly people will support someone who accepts the blame. A team quickly closes ranks and solves the problem behind a person who admits failure. Indeed, failure is “*experience*” which is unlikely to be repeated.

A successful senior executive at HP relates this insightful story: He was product manager for a calculator, which developed keyboard reliability problems. He was called to CEO Dave Packard’s office to explain the problems, the reasons for failure and the solutions. After he presented the truth, expecting to be chewed out, he was told that he was promoted to lead the product management team on the next major product” When he asked why he was chosen, Dave Packard said simply, “You failed on your first project; it’s unlikely that you’ll fail on this next, more important project. Someone new would not have your experience.” That next product turned out to be a best-selling HP calculator.

Rewards follow success

Good leaders don’t need status to inspire support and best efforts. More money and titles follow good results. What counts most is the ability to bring out the best in others. Leaders rely on good people, and good people deliver because they know that they are relied upon.

Most important – know your customer. These are the people (inside or outside your company) for whom you are doing the work. Leaders know and care for their core customers, because they recognize that the impression they make on a customer today will dictate the tone of their relationship with that customer in the future. Satisfaction with a job well done brings customers back to generate success for all involved.

Gaurav Chaitanya

(Lecturer, Dept. of Electronics)

Indian Environmental Scientist whips up the Global Perceptions

A winner of Nobel Peace Prize for 2007



The [Nobel Peace Prize](#) (2007) was awarded to The Intergovernmental Panel on Climate Change (IPCC) and Al Gore (former US Vice-President) for "their efforts to build up and disseminate greater knowledge about man-made climate changes, and to lay the foundations for the measures that are needed to counteract such changes."

By awarding the Nobel Peace Prize for 2007 to the IPCC and Al Gore, the Norwegian Nobel Committee is seeking to contribute to a sharper focus on the processes and decisions that appear to be necessary to protect the world's future climate, and thereby to reduce the threat to the security of mankind. Action is necessary now, before climate change moves beyond man's control."

AN INDIAN WHO IS CHANGING WORLD PERCEPTIONS:

Not too many of us are aware that at the heart of the global debate on climate change is an Indian, and has been awarded by arguably the most coveted honour, the Nobel Prize. Dr **Rajendra Kumar Pachauri** is chairman of the **Intergovernmental Panel on Climate Change** (IPCC), established by the **World Meteorological Organization** (WMO) and the **United Nations Environment Programme** (UNEP), and is the leading body for the scientific assessment of climate change.

Mr. Rajendra Kumar Pachauri was elected Chairman of the (IPCC) in 2002. He has also been the head of **The Energy and Resources Institute** (TERI) since its establishment in **New Delhi** 25 years ago.

Mr. Pachauri was born in **Nainital, India**, on 20 August 1940. He completed his studies in the **North Carolina State University** in **Raleigh, USA**, where he obtained an M Sc. in Industrial Engineering in 1972, a Ph.D. in Industrial Engineering and a Ph.D. in Economics.

He taught at various universities in India and the USA, including at the School of Forestry and Environmental Studies, **Yale University**, in 2000. He was Research Fellow at **The World Bank**, Washington, DC in 1990. He was adviser to the Administrator of the **United Nations Development Programme** (UNDP) in the fields of energy and sustainable management of natural resources from 1994 till 1999.

In acknowledgement of his environmental contributions, this great Indian was awarded the **Padma Bhushan in 2001** — one of India's highest civilian awards that recognizes distinguished service to the nation.

He has also authored 11 books and many articles in international journals. He is a strict vegetarian, partly due to his beliefs as a Hindu but more importantly due to the impact of the meat-production on the climate.

ANOTHER CRUSADER OF CLIMATE CHANGE:

Al Gore was the forty-fifth [Vice President of the United States](#), serving from 1993 to 2001 under [President Bill Clinton](#). Gore also served in the [U. S. House of Representatives](#) (1977–85) and the [U. S. Senate](#) (1985–93), representing [Tennessee](#).

The Nobel committee praised Gore as being one of the world's leading environmentalist politicians. "He is probably the single individual who has done most to create greater worldwide understanding of the measures that need to be adopted," said Ole Danbolt Mjos, chairman of the Nobel committee.

The Nobel caps a series of prestigious awards associated with Gore, including two **Oscars** this year for the **2006 documentary film**, "*An Inconvenient Truth*", which followed him on a worldwide tour publicizing the dangers of climate change.

Recently he picked up an **Emmy Award** - the highest award in U.S. television - for "*Current TV*". The show, which Gore co-created, describes itself as a global television network giving viewers the opportunity to create and influence its programming.

GLOBAL WARMING – THE REAL INCONVENIENT TRUTH:

Al Gore calls global warming an "inconvenient truth". The real truth is that we don't know enough to relieve global warming.

From 2003 to 2050, the world's population is projected to grow from 6.4 billion people to 9.1 billion, a 42 % increase. If energy use per person and technology remain the same, total energy use and greenhouse gas emissions (chiefly, CO₂) will be 42 % higher in 2050. This too can be an understatement, because societies that grow richer use more energy. Unless we condemn the world's poor to their present poverty - and freeze everyone else's living standards. With modest growth, energy use and greenhouse emissions will more than double by 2050.

HYPOCRISIES OF INTERNATIONAL POLITICS:

No government will adopt the draconian restrictions on economic growth and personal freedom (limits on electricity usage, driving and travel) that might curb global warming. Still, politicians want to show they're "doing something." The result is grandstanding. Consider the **Kyoto Protocol**. It allowed countries that joined to castigate those that didn't. But it hasn't reduced carbon dioxide emissions (up about 25 percent since 1990), and many signatories didn't adopt tough enough policies to hit their 2008-2012 targets.

THE PRACTICAL CONCLUSION:

For years we have heard so much about the causes of climate change, that we've missed the fact that there are simple, practical solutions that can slow this growing problem. Technologies exist today that can cut emissions of heat-trapping gases and make a real difference in the health of our planet. And these solutions will be good for our economy, reduce our dependence on foreign oil, and enhance our energy security.

Fuel-efficient vehicles. Renewable energy. Protecting threatened forests. These common sense solutions won't only reduce global warming, many will save us money and create new business opportunities.

The solutions to climate change are here and it's time we put them to use. If we get started today we can tackle this problem and decrease the unpleasant outcomes that await us if we do nothing. The steps we need to take are common sense. And, more often than not, they will save consumers money. The cost of inaction, however, is unacceptably high.

Transporter *TELEPORTATION*

An emerging technology for the transmission of data

What kind of technology is required to scramble a person's atoms and send them for regrouping in foreign lands all in the blink of an eye? Imagine, I could work in Tokyo and sleep in Paris. Beam me up.



Teleportation is the name given by science fiction writers to the feat of making an object or person disintegrate in one place while a perfect replica appears somewhere else. How this is accomplished is usually not explained in detail, but the general idea seems to be that the original object is scanned in such a way as to extract all the information from it, then this information is transmitted to the receiving location and used to construct the replica, not necessarily from the actual material of the original, but perhaps from atoms of the same kinds, arranged in exactly the same pattern as the original. A teleportation machine would be like a fax machine, except that it would work on 3-dimensional objects as well as documents, it would produce an exact copy rather than an approximate facsimile, and it would destroy the original in the process of scanning it. A few science fiction writers consider teleporters that preserve the original, and the plot gets complicated when the original and teleported versions of the same person meet; but the more

common kind of teleporter destroys the original, functioning as a super transportation device, not as a perfect replicator of souls and bodies.

Although the use of teleportation has traditionally been found only in [science fiction](#) and [fantasy](#), the theory and experimentation of [quantum teleportation](#) has been of interest to [physicists](#). There are several hypothetical methods of transporting matter from place to place without physically travelling the distance. Some are seriously proposed and studied by scientists, while others exist mainly in fiction.

One proposed means of teleportation is the transmission of data which is used to precisely reconstruct an object or organism at its destination. The use of this form of teleportation as a means of [transport](#) for humans still has considerable unresolved technical and philosophical issues, such as exactly how to record the human body, particularly the brain, with sufficient accuracy and also be able to reconstruct it, and whether destroying a human in one place and recreating a copy elsewhere would provide a sufficient experience of continuity of existence. Believers in the [supernatural](#) might wonder if the [soul](#) is recopied or destroyed, and might even consider it murder. Likewise, someone with a material world view who considers the body synonymous with the self might also see the disintegration of a given corpus as the killing of a human being. The reassembled human might be considered a different sentience with the same memories as the original, as could be easily proved by constructing not just one, but several copies of the original and interrogating each as to the perceived uniqueness of each. Each copy constructed using merely descriptive data, but not matter, transmitted from the origin and new matter already at the destination point would consider itself to be the true continuation of the original and yet this could not logically be true; moreover, because each copy constructed via this data-only method would be made of new matter that already existed at the destination, there would be no way, even in principle, of distinguishing the original from among the copies. Many of the relevant questions are shared with the concept of [mind transfer](#). It is not clear if [duplication](#) of a human would require reproduction of the exact quantum state, requiring [quantum teleportation](#) which necessarily destroys the original, or whether [macroscopic](#) measurements would suffice. In the non-destructive version, hypothetically a new copy of the individual is created with each teleportation, with only the copy subjectively experiencing the teleportation. [Technology](#) of this type would have many other applications, such as virtual [medicine](#) (manipulating the stored data to create a copy better, or perhaps radically different, than the original), a sort of [suspended animation](#) (by creating a copy many years after the information was stored), or backup copies (creating a copy from recently stored information if the original was involved in a mishap).

Shachi Paithankar – EC III

yr.

Fun Zone

Heart Surgeon vs. Engine Mechanic

A mechanic was removing the cylinder heads from the motor of a car when he spotted the famous heart surgeon in his shop, who was standing off to the side, waiting for the service manager to come to take a look at his car.

The mechanic shouted across the garage, “Hello Doctor! Please come over here for a minute.

“The famous surgeon, a bit surprised, walked over to the mechanic. The mechanic straightened up, wiped his hands on a rag and asked argumentatively,

“So doctor, look at this. I also open hearts, take valves out, grind’em, put in new parts, and when I finish this will work as a new one.

So how come you get the big money, when we both are doing basically the same work?

The doctor leaned over and whispered to the mechanic:

What did he say??? Guess.....

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.....

He said: “ Try to do it when the engine is running”.

Manish Shrotriya - EI-III yr.

The Magic Mantra for All

Some Interesting facts of Warren Buffet, the second richest man in the world who has donated \$ 31 billion to charity.

- He bought his first share at the age 11 and he now regrets that he started too late!
- He bought a small farm at the age of 14 with savings from delivering newspapers.
- He still lives in the same small 3-bedroom house in mid-town Omaha, that he bought after he got married 50 years ago. He says that he has everything he needs in that house. His house does not have a wall or a fence.
- He drives his car everywhere and does not have a driver or security around him.

- He never travels by private jet, although he owns the world's largest private jet company.
- His company, Berkshire Hathway, owns 63 companies. He writes only one letter each year to the CEOs of his companies. He never holds meetings, calls them on a regular basis but giving them goals for the next year.
- He has given his CEOs only two rules. Rule I: Do not lose any of your shareholder's money. Rule II: Do not forget rule I.
- He does not socialize with the high society crowd. His past time after he gets home is to make himself some pop corn and watch television.
- Bill Gates, the world's richest man met him for the first time only 5 years ago. Bill Gates did not think he had anything in common with Warren Buffet. So he had scheduled his meeting only for half hour. But when Gates met him, the meeting lasted for ten hours and Gates became devotee of Warren Buffet.
- Warren Buffet does not carry a cell phone, nor has a computer on his desk.
- His advice to young people: Stay away from credit cards and invest in yourself.

Manish Shrotriya - EI-III yr.

The Birth of Stanford University

An urban myth or a bitter truth?

A lady in a faded gingham dress and her husband, dressed in a homespun threadbare suit, stepped off the train in Boston, and walked timidly without an appointment into the Harvard University President's outer office.

“We'd like to see the president,” the man said softly.

“He'll be busy all day,” the secretary snapped. “We'll wait,” the lady replied.

For hours the secretary ignored them, hoping that the couple would finally become discouraged and go away. But she grew frustrated and finally decided to disturb the president.

“May be if you see them for a few minutes, they'll leave,” she said to him!

The president, stern faced and with dignity strutted towards couple.

The lady told him, “We had a son who attended Harvard for one year. But about a year ago, he was accidentally killed. My husband and I would like to erect a memorial to him somewhere on campus”.

The president was shocked.

“Madam,” he said, gruffly “ We can’t put up a statue for every person who attended Harward and died... If we did, this place would look like a cemetery.”

“Oh no,” The lady explained quickly. “We don’t want to erect a statue. We thought we would like to give a building to Harward.”

The president exclaimed, “A building! Do you have any earthly idea how much a building costs? We have over seven and a half million dollars in the physical buildings here at Harward.”

For a moment the lady was silent. The president was pleased. May be he could get rid of them now.

The lady turned to her husband and said quietly, “Is that all it costs to start a university? Why don’t we just start our own?”

Her husband nodded. The presidents landed in confusion and bewilderment.

Mr. & Mrs. Leland Stanford got up and walked away, traveling to Palo Alto, California where they established the university that bears their name, STANFORD UNIVERSITY, a world’s leading university and a memorial to a son that Harward underestimated and no longer cared about.

Moral: Look for opportunity in every difficulty and not difficulty in every opportunity.

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NEW MILESTONES AHEAD

Acropolis Institute of Technology and Research is formed with the purpose of providing quality education. Keeping this as an objective, it began the journey of excellence in Sept 2005 with Engineering Courses. In this journey of excellence the year 2006 saw the beginning of MBA and MCA courses. Our present marvels are **B.E.** in Computer Science, Information Technology, Electronics and Communications, Civil and Mechanical, **M.B.A** in Finance, Marketing, Human Resources, Operations and Systems and **M.C.A**

The year 2008 has new milestones ahead as we are coming up with **Acropolis Institute of Management Studies & Research, Indore** with a host of courses in commerce, management and science streams viz. **BBA-Plain**, **BBA-Hospital Administration**, **B.Com-Plain**, **B.Com-Hons.**, **B.Com.-Principles and Practices of Management Insurance**, **B.Com-Office Management and Secretarial Practices**, **B.Com-Tax procedure and Practice**, **B.Com-Foreign Trade**, **B.Com-Advertising, Sales and Sales Management**, **B.Sc.-Electronic Media**, **BCA**, **Bachelor of E-Commerce**, **Master of Foreign Trade-Five Years Integrated Course** and **B.Pharm** These all courses will commence from July 2008.

Besides this Acropolis also offers many advantages to the students viz.

- Modern techniques for studies with well equipped laboratories.

- E-library.
- Wi-fi Zone & Leased Line Internet (Dedicated Data Line)
- Rich library
- Spacious audio-visual class rooms.
- An excellent computing facility of Dell computers with 19" TFT-LCD monitors.
- Scholarships to outstanding students.
- Guest lectures, seminar series by eminent professionals & industrialists.
- Industrial visits.
- Canteen and lunch facility
- Well-organized Training and Placement cell
- Hostel facility
- Bus facility (Compulsory)

Acropolis, an Institute with Enlightening Wisdom, with a combination of experienced, growing and energetic faculties along with extra ordinary infrastructure is imparting value added education of global standards to help the students work for competitive excellence and become excellent professionals.

The world is now moving very fast, and the time has come when this meritocratic society accepts only those, having right qualification and right skills.

Challenges and competition are the part of today's society, and therefore, Career Planning is the only task, which can guide us to do what we want to do in our life, rather than just aimlessly changing job all the time. Thus, taking this into consideration Acropolis is coming-up with various courses at undergraduate level which will give a new direction to your life and an edge over this competitive society.

There is ample of scope and lots of career opportunities in different courses offered by Acropolis viz. for **BBA-Plain**, **B.Com-Plain**, **B.Com-Hons.**, **B.Com.-Principles and Practices of Management Insurance**, **B.Com-Office Management and Secretarial Practices**, **B.Com-Tax procedure and Practice**, **B.Com-Foreign Trade** and **B.Com-Advertising, Sales and Sales Management** following options such as MBA, CA, CS, ICWA, Management Consultants, Financial Service Providers, Bank Officers, Tax Officers, Indian Administrative Services, Indian Army, Human Resource, Customer Care Service, Investment Banking, Telecom, Insurance, Market Research, Retail, International Business, Entrepreneurship etc. are available.

BCA and Bachelor of E-Commerce offers following career opportunities viz. Systems Analysts, Computer Programmer, Application Programmer, Software Engineer, Operating Systems Programmer, Software Development Programmer, Systems Engineer, Business Programmer, Interactive Media Developer, Software Architect, Web Designer, Support Specialists in H/W & S/W, Computer and Information Systems Manager, Management Information Systems (MIS) Director, Project Manager, LAN/WAN Manager, Computer and Information Systems Manager etc.

Master of Foreign Trade-Five Years Integrated Course offers following career opportunities viz. International Business, Export Products Market, Foreign Exchange Markets, Indian Foreign Markets, Research Analysts, Academic Institutions etc.

Hospital's management job is difficult and demanding. They need to keep up with advances in medicine, computerized diagnostic and treatment equipment, data processing technology, government regulations, health insurance changes, and financing options. While doctors strive to keep the blood flowing and the heart beating, the hospital administrator is doing his job in keeping the hospital alive and healthy. Hospital administrators manage hospitals, outpatient clinics, and drug-abuse treatment centers. In large hospitals, there may be several administrators, one for each department. In smaller facilities, they oversee the day-to-day operations of all departments. Administrators make sure hospitals operate efficiently and provide adequate medical care to patients. Thus, **BBA-Hospital Administration** offers an opportunity to become a hospital administrator.

B.Sc.-Electronic Media offers following opportunities viz. Programming, Production Promotion, News Reporting, News Producing, News Videography, Sports Casting, Weather Forecasting, Anchoring, Management, Sales in Television whereas following opportunities are available in Radio such as News, Programming, Production, Promotion, Management, Announcing, Sales. Internet offers following opportunities viz. Web casting, Web Design/Development, Website Maintenance, Management, Administration.

In the field of advertising following opportunities viz. Media Planning, Media Buying, Account Services, Print Production, Marketing, Administration, Copywriting, Art/Creative Directing, Research, Announcing etc.

We at Acropolis sincerely thrive to utilize your talent to the benefit of the society and to the end of giving your career a wonderful upstart. So join acropolis and redefine your future because

“Success is where Preparation and Opportunity meet.”

Ms. Pooja Gopwani
Manager – Academics & Corporate Affairs

ACRO AGGRANDIZEMENT

New Milestones Ahead

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- Canteen, Hostel and Bus facility.
- Well-organized Training and Placement cell

Acropolis, an institute with enlightening wisdom, with a combination of experienced, growing and energetic faculties along with extra ordinary infrastructure is imparting value added education of global standards to help the students work for competitive excellence and become excellent professionals. The institute attaches great importance to the need of continuous improvement of faculty and students through regular training. In this connection a training department has been established with trainers having rich experience of training in industry and academics.

The world is changing very fast, and the time has come when this meritocratic society accepts only those, having right qualification and right skills. Visualizing all these drastic changes in the educational structure today, we at Acropolis have created an environment that chisels the students through several academic activities that are a blend of knowledge and values. The institute firmly believes in the integrated education that provides integrated personality.

Challenges and competition are the part of today's society, and therefore, Career Planning is the only task, which can guide students in procuring what they want in life. Thus, taking this into consideration Acropolis is coming-up with various courses at undergraduate level which will give a new direction to life and an edge over this competitive society.

Ashish Sojatia
Chairman