



ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

Volume : 5

Issue : 1

Quarterly

January, 2013

And do not overlay the truth with falsehood, and do not knowingly suppress the truth.

(Qur'an 2:42)

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Message

Al-Barkaat Institute of Management Studies is rendering yeoman's service in the field of education. I am aware that the institute lays emphasis on 'education with ethics'. It is a matter of pride for the institute to have taken rapid strides in the field of quality education in such a short span of time.



The institute's unflinching commitment to quality is reflected in its focus on research and publication. *Al-Barkaat Journal of Finance and Management* and the quarterly newsletter *ABIMS Times* confirms the trend.

The earlier issues of *ABIMS Times* have made excellent reading with their focused coverage of events, incisive commentary and painstaking attention to details. I congratulate the Director and the Editorial Team for their commendable efforts and wish them success for their future endeavours.

Brigadier (Retd) S Ahmad Ali



Director's Message

I am feeling happy being informed by the editorial team that it is coming out with the Newsletter for the quarter ending January 2013. As it is the mouthpiece of ABIMS it has been regularly bringing out the information on academic, co-curricular and extra-curricular activities of the Institute.

The second half of Academic Session 2012-13 has begun from the last week of January with commencement of classes preceded by Winter Vacation break subsequent to hectic Examination Schedule of Even Semesters. And during this semester various events of academic & non-academic nature are lined up in the Institute one after another of which one event named Excella-2013 is scheduled for coming month and for its organizing the students and the faculty members as well are actively involved. Its preparation is slowly picking up as the time is nearing to the event. I am sure that organizing such events and activities which are mainly planned out with students' initiatives will institutionalize excellence in their academics and learning process. These things will surely broaden their overall perspective with enhancing the personality and they can become the catalysts of change.

As it has always been our commitment and endeavor to impart holistic education to our students in a value based academically charged environment with an aim to create excellence in their overall personality to lead a successful professional career, we have recently engaged a highly qualified and well experienced full fledged TPO-cum-PDP Faculty in senior grade. He will be fully devoted for training the young minds and moulding them as per global market needs so that they get themselves prepared to face the real challenges ahead of their professional life as successful professionals. Glory is not in achieving but it is in striving. Success lies in hard work and it is rightly said that "striving for success without hard work is like harvesting without having planted". Empowerment comes from within. We need to challenge ourselves, we need to fight our way; and that will make all the difference.

We are dedicated to make our young generation independent, well informed, socially responsible and groomed citizens by imparting holistic education. And as ever the Al-Barkaat Institute of Management Studies and its dedicated team will remain committed to providing a quality and value based education to all its students.

My best wishes to all its readers and well-wishers.

Dr. Waseem Ahmad

Vision

To be a quality management Institution of international repute, the Institute aims to work earnestly to get wide recognition and establish its academic credentials among business leaders, corporate community and academics through its contribution to knowledge, industry and society. To be devoted to holistic education and continuously evolve and develop its teaching methods to attain higher standards of utility and quality education. To encourage creativity and to develop scientific attitude with spiritual foundation.

From the Editor

The New Year has begun with a bang with Spark 2013, the colorful prelude to the grand inter-collegiate literary and cultural fest, Excella-2013 witnessing enthusiastic participation. ABIMS Times has meanwhile, entered its fifth glorious year. It is your passionate support that has kept us going. Keep the comments pouring in!

Faraz Ahmad

Mission

To be a centre of excellence through academic research, industry partnership and consultancy.
To impart quality management education.
To offer opportunities for training and development to students for better placement.
To produce competent management graduates for responsible positions in the industry.
To produce character and to cultivate human values in students.



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The Research article of Gill and Louis, *Gender Differences and Factors that Affect Mutual Fund Investment Decision of Western Canadian Investors* explores the difference in decision-making factors based on gender. The authors have been successful in making some findings in this regard. The article authored by Zafar and Khalid has examined the increased societal role of banks and significance of their performance for Indian economy in current times by studying the performance of nine leading Indian banks, both public and private in their article, *A Comparative Study of the Performance of Hybrid Banks in India*. Mistry in his article, *Determinants of Capital Structure Decision: Some Evidences from Cement Industry* has analyzed the data of 28 leading cement companies of India by collinearly testing their balance sheet ratios. In their article, *Epitopes of Profitability and Efficiency of Old Private Sector Banks in India with Focus on Banks in Southern State of India- A Case Study of Karnataka*, Mehrotra and Jain examine the profitability and efficiency issues econometrically for the selected banks through factors like non-interest income, priority sector lending and network expansion in semi-urban and rural areas. The article authored by Haseen and Kirmani, *FRBMA and Fiscal Health of Sub-National Governments in India*, studies the effect of FRBM Act on the fiscal management by provincial governments of India by analyzing data pertaining to pre and post implementation of FRBM Act. Murugavel in his article *Women's Perception on Factors Contributing and Preventing Self Help Groups' Further Growth: A Research Study in Erode District* studies the significance of SHGs and their role in women empowerment at selected location.

Our Contemporary research section carries article by Kohli and Chawla who in their article *Insurance Sector Reforms-The Way Ahead* examines the efforts put by insurance companies through insurance density and insurance penetration tools and the success achieved. Gera in his article, *Customer Perception for the Fast Food Destination of Indian Youth-KFC: An Exploratory Research* highlights the strategic steps taken by KFC for attaining advantage in a highly competitive yet high potential branded fast food market of India.

Student Buzz

Excursion

An excursion to Mussoorie and Dehradun was organized for the students of MBA Final year from November 2- 5, 2013. The trip gave them a welcome respite from the rigors of the academic routine. Two faculty members also accompanied the students on the tour.



Book Review

Non Stop India by Mark Tully

The factual nature of this book may put off certain readers who are looking for a more entertaining account of this vast and fascinating country. But this style of writing is just what the reader would come to expect from a veteran journalist belonging to the old fashioned school of reporting where emphasis was on news reporting rather than news creation. Mark Tully has served the BBC as India correspondent for about thirty years. His credentials as an authority on the Indian nation were never in doubt. He further accentuates this position by trying to look into many unresolved questions that could affect the sustainability of the high levels of economic growth that are so often predicted for India.

Mr. Tully writes in the introduction, "...All the institutions essential for a democracy to function are in place. There are legislatures right down to the village level, elections, as I have said, are regularly held, there is a civil service, there are courts, the press is free. Furthermore there are politicians, bureaucrats, lawyers and journalists who know exactly what their responsibilities should be, and how their institutions should function...Having lived in India for more than forty years I have become affected by the widespread cynicism about governments and governance in this country." But he remains optimistic about India's future because he believes that India will find a way to make existing institutions work the way they were meant to.

The book is comprised of ten chapters each dedicated to a separate issue concerning the common problems that pose a threat to the foreseeable non stop growth of India.

The issues that Mr. Tully attempts to address in this book are what you could normally see in the daily edition of any Indian newspaper, from Dalits, to Naxals to the debate on English vs. regional languages, community building initiatives to tigers. The chapters are quite varied and some may seem more engaging than others according to reader interest. What is interesting about the style of presentation is the fact that most of the writing is based on the interviews conducted by Mr. Tully during his travels across the country. This is typical of the style of a reporter who would want the people's voice to be heard.

Mr. Tully is more informed about India than any common Indian and proves a more than capable guide in taking us through the journey that is India. However, this cannot be classified just as a travel book. It is more likely a collection of stories concerning India told by its people in the true oral tradition.

The sympathetic approach towards India can be clearly observed which makes it quite difficult to criticize the book. At times, the writing style does disappoint, the reader wishing for more analysis to the facts provided. It often seems that the author is deliberately attempting to evade uncharted territory. Mr. Tully confirms this by saying that there are difficulties writing prose when you've been a radio journalist your whole life.

The key element that's missing in this narrative is the author's passion and ultimately, this lack of critical engagement with the subject is what was truly disappointing about the book.

Syed Hameedur Rahman Zaini
Assistant Professor



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Simple is Beautiful

The virtues of honesty and simplicity have been lauded in all cultures and societies. Honesty is the ability to be truthful in thoughts, words and actions. It requires a lot of courage and conviction to be honest in a largely dishonest world. The trials and tribulations involved at times reach nerve-breaking levels. There are other indulgences which may also require courage and conviction and can have risks associated with them as are with honesty. The difference between any other indulgence and honesty is that it will have as a resultant of efforts some material benefit but that is not always true for honesty. The benefit for an honest person is the ultimate satisfaction he derives for being honest. It therefore, is a less common characteristic exhibited by people. Honesty has levels at which people practice it. The lowest level is that when a person tries to be honest in all his human relations be it with family, friends, workplace associates or members of his society. If he is confronted by difficulty for being honest he takes the other option but believes that he is on the wrong path and longs to return to honesty as soon it becomes possible for him. The next higher level is when a person sees a wrong he tries to correct it by speaking against it and by adopting all peaceful and democratic means possible for restoring order (honesty). The third and top level is that when an honest person will use even force and violence to end the injustice (dishonesty).

In order to become honest and remain like one, the primary requirement is that one should possess the virtue of self-satisfaction. It is of great help in the process of becoming and remaining honest. Simplicity is an important characteristic leading to self-satisfaction. A simple person is not the one who would be much concerned about vices of the world. He would not fear loss and will be a happy-go-lucky sort of person. A simple person bears an uncorrupted soul. He is often pestered by his family and friends for being like the way he is as they fear loss and hardship for him. Ever since childhood he is 'advised' and 'trained' to not to be simple (ton) rather be 'intelligent' and 'smart'. He is often asked to avoid hard work and sincerity as that will wither away his benefits which could be accrued by being 'smart'.

A smart person always likes to have the best in life. This approach makes him go for maximization of resources. He is fearful of losses and harm and tries his best to insure his acquired assets against them. The smartness is more than often coupled with high ambition. The smart person does not hold back himself from adopting vices and evil methods to secure and increase his possessions. He would generally try to tame all material resources to fulfill his desires, and factually end up serving to his desires all through his life, albeit he will call it smartness. Such a person generally disdains a simple person. He can't accept the reality that someone can be so self-less and honest.

A simple person would be posed to risks of loss and harm. Being inflicted by a loss or harm is not always bad. A loss is said to have occurred when one fails to possess, achieve or attain something desired. A simple person would have fewer desires and would not be very much inclined towards them even. The harm is to lose something which is required and significant. A simple person is happy to give and help others and therefore, cares less for losses or harm. If he is inflicted by loss or harm he accepts it as a will of Almighty and remains steadfast. The virtues of modesty, humility and selflessness are embodied in a simple person. Such a person possesses a mild and peaceful demeanour and is regarded by most people.

Now if such a person has all good attributes, why don't all people like to become simple? The reason is that it is not so simple to become 'simple'.



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The simple person is not perturbed by the person full of vices. He still feels good for this person. He does not wish any harm for fellow-beings. Even if he dislikes a person it is only for the words, thoughts and actions of that person. The simple people consume fewer resources and put in more effort as they end up doing most of the things avoided by 'smart' people. They bring in lot of happiness and convenience in the world through their unpretentious nature. Simple people are the solution to many world problems, yet many people do not like to be simple.

Although it is a utopian dream but I wish to find a lot more simple fellows than otherwise. May God Almighty make my wish come true and may I too become simpler!

Saif Azam

Associate Professor

My Idea of Happy Life

Students attend classes in the college hours. The clerk of the college office comes early and goes late from the office. The teachers devote their vacant periods to correction work. The Director is anxious about the results of the college. Why is there such a struggle in the mosque of learning (College)? The idea underlying this struggle is to make life happy and prosperous.

The question arises, what happiness is? Is happiness to possess wealth? Does poverty lead to happiness? Do you think pleasure is happiness? The experience of life gives a negative answer to all these questions. The rich, who have all comforts and luxuries, are not free from cares and anxieties. The poor struggle for their bread. Then what is happiness? Happiness is a thing, which cannot be defined. It is a relative term. What is happiness to me may be trouble for you.

Let us see whether pleasure leads us to happiness because the world is running after pleasure. In reality pleasure and happiness have no relation with each other. Pleasure is temporary while happiness is ever lasting. Pleasure is external while happiness is internal.

There are a few things, which, in my opinion, make our life happy. The first is health. I hear people saying, "When wealth is lost nothing is lost, when health is lost everything is lost". The loss of health makes us unhappy. The religious life is the second factor for happiness. It gives us peace and happiness. Religion is the matter of heart not of senses. A happy man is he who surrenders himself to 'God'.

The third important factor for happiness is peace and contentment. We should remain satisfied with what we have. Social service is the fourth factor for happiness. In order to be happy we must have a spirit of social service. Last but not the least is some noble work, which gives us happiness. We should spend leisure hours in reading good books. We should develop taste for artistic things, like painting, dancing and music. These things will create atmosphere for true happiness. A happy man is he who is honest and sincere, who does his duty well, who does not forget his Creator and who is fully satisfied with what he has. One cannot find happiness in wealth and pleasure which make us greedy, selfish and vain.

Adnan Ahmed

MBA Final Year

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Upcoming Events

Excella 2013 (Inter-Collegiate Literary and Cultural Fest)

: March 8-9, 2013

First Sessional Test

: March 18-22, 2013

Industrial Visits for MBA First & Final year students

: March 30, 2013

