

# AAVEND

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## The Cunning Fox and the Clever Stork

By Akansha Chaterjee (MBA Sem-III)

Once upon a time, there lived a very cunning and mischievous fox. He used to speak to other animals sweetly and gain their trust, before playing tricks on them. One day the fox met a stork. He befriended the stork and acted like a very good friend. Soon, he invited the stork to have a feast with him. The stork happily accepted the invitation.

The day of the feast came, and the stork went to the fox's house. To her surprise and disappointment, the fox said that he could not make a big feast as promised, and just offered some soup. When he brought the soup out of the kitchen, the stork saw that it was in a shallow bowl!

The poor stork could not have any soup with its long bill, but the fox easily licked the soup from the plate. As the stork just touched the soup with the tip of its bill, the fox asked her, "How is the soup? Don't you like it?" The hungry stork replied, "Oh it is good, but my stomach is upset, and I can't take any more soup!" "I'm sorry for troubling you," said the fox. The stork replied, "Oh dear, please don't say sorry. I have some health problem and cannot enjoy what you offer."

She left the place after thanking the fox, and inviting him to her house for dinner. The day arrived and the fox reached the stork's place. After exchanging pleasantries, the stork served soup for both of them, in a narrow jar with a long neck. She was able to have the soup very easily with her long bill, but the fox obviously could not.

## How MBA Students Can Better Manage Their Time

By Akash Thakre (MBA Sem-III)

There is no arguing that MBA students are busy. Juggling responsibilities between business school, work, family, and a social life is no easy task, and often one that can leave even the brightest and resourceful MBA student sleep-deprived, miserable, and stressed. Learning how to effectively manage time is the best way for MBA students to succeed both in school and in life. Here is a list of easy-to-follow techniques to help a MBA student improve their time management skills:

**1. Make clear goals** - By making a list of objectives and goals, MBA students have a better understanding of what they want to achieve and a foundation in which to build a manageable schedule that they can follow. The list can change, and most often will, but having something to remind you of why you're putting yourself through the rigors of business school will keep you focused and motivated.

**2. Plan your day** - Spend about 20 minutes every morning to plan your day. The daily schedule doesn't need to be strict, nor does it need to account for every minute of your waking day. It should, however, allow you to organize your time around important events and tasks so that you can be sure to complete them.

**3. Make time for fun** - Social activities are often the first things to be neglected when MBA students fall short on time. This is a grave mistake as social time is essential in keeping life balanced and happy. Try to schedule at least two social events a week, no matter what, in order to maintain balance, sanity, and a little bit of fun in your life.

**4. Prepare for the mornings** - Save time by preparing for your mornings before you go to sleep the night before. Set out clothes for the next day, prepare the coffee maker so you only have to push the button in the morning, pack your briefcase with your school and work materials. Little things like these will not only save you time in the mornings, but will also help to start your day off without a hitch.

**5. Rest** - Always get the recommended seven hours of sleep each night. Always. Getting enough rest will help MBA students feel rested, giving them the focus and energy to take on the tasks of each day. Without adequate sleep, stress will take a bigger toll, leaving you more irritable and susceptible to illness. Time management is an essential skill for every MBA student and future business leader. Although business schools may not necessarily teach MBA students how to manage their time directly, they do provide the environment in which to develop these crucial skills that will lead to success in business school and beyond. The more successful MBA students will make use of this opportunity and learn to better manage their time. Others will continue to wallow in their stress and frustration. Which MBA student will you be?

After finishing hers, the stork asked the fox if he was enjoying the soup. The fox remembered the feast he himself had given the stork, and felt very ashamed. He stammered, "I...I'd better leave now. I have a tummy ache." Humiliated, he left the place running.

**Moral: One bad turn begets another.**

# THE JACKAL SAVED LION

By Reeta Bansod (MBA Sem-III)

Let us enjoy reading this one of Jataka Tales of The Jackal Saved Lion. Once upon a time there was a lion in a jungle. Once when he had gone to drink water in a stream, his feet got stuck into the wet slushy mud of the stream and he could not get out. He had to lie without food for days like that as he saw no help coming by.

One day, a kind jackal came by and the jackal dug a way out from the sand and with the extra force from the lion helped him get out of the slush and set him free. The lion was grateful for this and thanked the jackal for the saving of his life. He then offered the jackal to live close to him and also promised to feed him whenever he caught food.

So the jackal started living with the lion and they shared the hunt. Soon they expanded their families and had cubs and kid jackals. After a long time, the lioness, lady of the lion's house, grew tired of the friendship of the jackal and her master. She did not know that only the jackal saved lion. She conveyed the message to her cubs who conveyed the message to the jackal kids who complained to the lady jackal. The lady jackal told of this to her husband. The jackal went to the lion, and told him that if he did not want the jackal to stay with him, he should have told him long time back.

The lion was surprised at this and assured the jackal that no such ill-feelings existed between the lion and the jackal and assured him that he would talk to the lioness.

But the wise jackal then said, "Friend, I know you are sincere. But our families may not exactly reciprocate the same level of friendship. So let us stay apart, and meet often as friends and even may go for killing together. But it is better if our family stays apart from yours."

The lion agreed to this and the two families parted as friends and the jackal and the lion were still close friends and used to go for kills together. Moral: Don't expect your family to reciprocate the same level of friendship you have with someone.

TONGUE TWISTER-

## A BIG BLACK BEAR SAT ON A BIG BLACK RUG

### The Bull and The Ass

By Diksha Ganeshrao Amparwar (BBA Sem-III)

Long ago there lived a gifted farmer. He had a bull and an ass in his farm. The former was able to understand what the animals spoke. It was a gift by given god from his birth. The bull was used to plough the fields and the ass to carry the goods to the market for sale. So both the animals helped him very much.

On a particular day the bull and the ass were taking their food in the garden. When they were eating their fodder, the ass was talking to the bull in a low voice. At that time the farmer passed by. He heard the voice of the ass and quickly hid himself behind a big tree to listen to the talk.

The ass pitied the bull for it was working hard all the day in the field. But the ass just carried very little load only in the evening. It also said, "I am eating food the whole day, but

I work very little. But you work hard for the whole day with the same food I have". The bull replied that it was right, but it could do nothing against the master farmer. The ass gave an idea to the bull that it should pretend as if it was sick. The bull also accepted it happily. The farmer heard all these and was ready to face the situation.

The very next day the farmer went to the backyard with an idea. He went near the bull to take it to the fields. The bull quickly said in a low voice that he could not even move his legs. Now the farmer readily agreed and said, "Ok, you take rest today. I will take the ass today".

So he moved towards the ass and dragged the ass with him to the field to plough. That day the ass had to work in field very hard. The ass came back in the evening in a totally exhausted condition. The bull cheered the ass and said, "I shall act to be sick tomorrow also and take rest".

"No, No" the quick voice came from the ass "don't pretend further".

The ass said, "The farmer was very angry with you today because. I couldn't satisfy him". Further the ass told the bull that the farmer was ready to sell it to a butcher if it acted further. So the ass asked the bull to get up early in the morning. "We should not hesitate to do our work the Ass said.

The farmer heard the conversation He smiled and thought that the ass had learnt a lesson. It also advised the bull to work faithfully for its master.

## Proud Red Rose

By Arzoo Sapra (BBA Sem-III)

One beautiful spring day a red rose blossomed in a forest. As the rose looked around, a pine tree nearby said, "What a beautiful flower! I wish I was that lovely." Another tree said, "Dear pine, do not be sad. We cannot have everything."

The rose turned and remarked, "It seems that I am the most beautiful flower in this forest."

A sunflower raised its yellow head and asked, "Why do you say that? In this forest there are many beautiful flowers. You are just one of them." The red rose replied, "I see everyone looking at me and admiring me." Then the rose looked at a cactus and said, "Look at that ugly plant full of thorns!"

The pine tree said, "Red rose, what kind of talk is this? Who can say what beauty is? You have thorns too."

The proud red rose looked angrily at the pine and said, "I thought you had good taste! You do not know what beauty is at all. You cannot compare my thorns to that of the cactus."

"What a proud flower," thought the trees.

## The Great Indian Idiot Box

By Amit Ghorpade (MBA Sem-III)

If we watch Fox News then we feel, wow! It's complete package. As after watching Indian news channel feel disgrace. The specialty of our news channel is that within an hour all news we can get remembered, there is no feeling about news in eyes of reporter or anchor or deep knowledge about that news. The population of our country nearly 1.3 billion and problems we are facing discovered by all news channels same that is corruption for few weeks, BJP's leadership wars for few days, cricket matches, IPL for months etc. As the season of respective news get over then media has nothing to do with that issue, is that bill get pass or not? But media got good TRP!

In India many people mired in the worst poverty in the world, Indian television has little or no time for them. Farmers are committing suicide in large number but actual reason is very much different from media's reason. There are 28 states and 7 Union territories, yet most television coverage is restricted to a handful of the bigger states. We get information Kashmir is mostly as the place of terrorism, protests but has been nothing about reasons or solutions i.e. developments in the state. Indian television coverage doesn't know that the northeast is even part of India. Media or political party has nothing to do with better education system so never even focuses on area.

Nor is the world outside India. Our neighbors in the case of Pakistan, it is an

The rose tried to move its roots away from the cactus, but it could not move. As the days passed, the red rose would look at the cactus and say insulting things, like 'this plant is useless. How sorry I am to be his neighbor.' The cactus never got upset and even tried to advise the rose, saying, "God did not create any form of life without a purpose." Spring passed, and the weather became very warm. Life became difficult in the forest, as there was no rain. The red rose began to wilt.

One day the rose saw sparrows stick their beaks into the cactus and then fly away, refreshed. This was puzzling, and the red rose asked the pine tree what the birds were doing. The pine tree explained that the birds were getting water from the cactus.

"Does it not hurt when they make holes?" asked the rose. "Yes, but the cactus does not like to see the birds suffer," replied the pine.

The rose opened its eyes in wonder and exclaimed, "The cactus has water?" "Yes, you can also drink from it. The sparrow can bring water to you if you ask the cactus for help."

The red rose felt too ashamed to ask for water from the cactus, but finally it did ask for help. The cactus kindly agreed. The birds filled their beaks with water and watered the rose's roots.

Thus the rose learned a lesson and never judged anyone by their appearance again.

unending tale of extremism and terrorism, as if nothing else ever happens there. We have no idea that the average Pakistani eats better than us, that there are probably less poor people in that country and that secular private education in Pakistan's Punjab is exploding. We are scarcely aware that Bangladesh has brought its birth rate down to India's rate, that its infant mortality rate is lower than ours, that its female literacy rate exceeds ours, and its basic medical care in the countryside is superior to India's. Chinese media tell us we Indian are dirty, Pakistani cities are not only clean but showed more discipline and was easily far more organized than the best we have.

We call our country as 'YOUNGISTAN' so to use properly power of our young generation media can give us broader view, we can make our country ideal!

# EYE FOR AN EYE

By Revati Mahendra Bhosle  
(BCCA Sem-III)

Once there lived a prince. He lost one of his eyes. But now he was not a prince, he wandered here and there as a noble man. One day he came to an Inn to stay for the night. He hired a room in the inn and stayed there in the night. As he liked the place very much he stayed there for days. The daughter of the Inn's owner met him occasionally. She took pity on him and asked, how he had lost his eye. The noble man told her that once his father was a king of a country. When he was away to his cousin's kingdom, one wicked minister cunningly killed his father and came to the throne. While he was returning back to his country, his men captured him on the way. The Minister ordered to take the left eye. "This was how I lost my one eye" he said in a low voice.

The daughter of the inn asked him, "why did the minister take your eye?" he said.

"The minister wanted to take revenge on me. It was also a separate story." Said that prince.

He then continued, "In my young age, I was wandering with bow and arrows. When I was shooting, it had hit the minister's left eye unexpectedly. So he lost his left eye and he was awaiting a suitable opportunity to revenge me. So he captured me when I returned to my kingdom. I begged for mercy and told that he did not blind his eye purposefully. But he didn't listen to my words and blinded my left eye and sent me from the kingdom to the forest. I was wandering in the forest for many days. One day the animal hunters took pity on me and brought me here. Since then I have been staying here." He finished. The Inn owner's daughter said, "Your life story touched my heart and this should not happen to any one. Then the noble man left the place and went on his way.

# THE ROPE

By Varun Dubey  
(MBA Sem-III)

The night fell heavy on the heights of the mountains and the man could not see anything. There was zero visibility; the moon and the stars were covered by the clouds. When he was just a few feet below the top of the mountain, he slipped and fell into the air, falling at great speed. He could see only black spots as he went down, and feel the terrible sensation of being sucked in by gravity.

He kept falling, and in those moments of great fear, all the good and bad episodes of his life came to his mind. He was thinking now about how close death was getting, when all of a sudden he felt the rope tied to his waist pull him very hard. His body was hanging in the air. Only the rope was holding him. In that moment of stillness he had no choice other than to scream, "Help me God."

All of a sudden, a deep voice coming from the sky answered, "What do you want me to do?"

"Save me God."

"Do you really think I can save you?"

"Of course, I believe you can."

"Then cut the rope tied to your waist."

There was a moment of silence. The moment passed, and the man decided to hold on to the rope with all his strength.

The rescue team says that the next day, the climber was found dead and frozen, his body hanging from a rope, and his hands holding it tight. He was only one foot away from the ground. How attached are we to our ropes? Will we let them go?

Don't ever doubt God. We should have enough faith to cut the rope, if that is what God tells us to do, even when it seems to be the most foolish thing to do.

## Jokes

Follow Two Things For Lifelong Friendship. Firstly Don't Talk If You Are Angry. Secondly Don't Take The Word Seriously From A Friend Who Is Angry.

# Best Friend

By Revati Mahendra Bhosle (BCCA Sem-III)

You are my best friend, you belong in my heart,

We go through ups and downs, but still nothing can tear us apart. I know you as a sister, and I will always care, Love, respect, and trust are the things we share.

I know you as a person, I especially know you as a friend, Our friendship is something that will never end.

Right now, this second, this minute, this day,

Our sisterhood is here, is here to stay.

My friendship with you is special and true, When we are together, we stick like glue. When I'm in the darkness that need some light, When you're by my side, I know things are all right.

Our friendship is so strong, it breaks down bars, Our friendship is also bright, like the sun and the stars. If we were in a competition for friendships, we would get a gold, Because responsibility and cleverness are the keys we hold.

I met you as a stranger, took you as a friend,

I hope our long friendship will never end. Our friendship is like a magnet, it pulls us together, Because no matter where we are, our friendship will last forever!

**Did you know this-**  
Venus is the only planet in the solar system that rotates clockwise, whereas all other planets rotate anti-clock wise.

"Silence is the strong fence around wisdom. If your foot slips you can regain your balance, but if your tongue slips, you can never rebuild your image again."

# Hospital window

By Swati Pandey (MBA Sem-III)

Two men, both seriously ill, occupied the same hospital room. One man was allowed to sit up in his bed for an hour each afternoon to help drain the fluid from his lungs. His bed was next to the room's only window. The other man had to spend all his time flat on his back. The men talked for hours on end. They spoke of their wives and families, their homes, their jobs, their involvement in the military service, where they had been on vacation. Every afternoon when the man in the bed by the window could sit up, he would pass the time by describing to his roommate all the things he could see outside the window. The man in the other bed began to live for those one hour periods where his world would be broadened and enlivened by all the activity and color of the world outside. The window overlooked a park with a lovely lake. Ducks and swans played on the water while children sailed their model boats. Young lovers walked arm in arm amidst flowers of every color and a fine view of the city skyline could be seen in the distance.

As the man by the window described all this in exquisite detail, the man on the other side of the room would close his eyes and imagine the picturesque scene. One warm afternoon the man by the window described a parade passing by. Although the other man couldn't hear the band – he could see it. In his mind's eye as the gentleman by the window portrayed it with descriptive words.

Days and weeks passed. One morning, the

day nurse arrived to bring water for their baths only to find the lifeless body of the man by the window, who had died peacefully in his sleep. She was saddened and called the hospital attendants to take the body away. As soon as it seemed appropriate, the other man asked if he could be moved next to the window. The nurse was happy to make the switch, and after making sure he was comfortable, she left him alone. Slowly, painfully, he propped himself up on one elbow to take his first look at the real world outside. He strained to slowly turn to look out the window beside the bed.

It faced a blank wall. The man asked the nurse what could have compelled his deceased roommate who had described such wonderful things outside this window. The nurse responded that the man was blind and could not even see the wall. She said, "Perhaps he just wanted to encourage you."

# Feelings

By Shruti Malpani (MBA Sem-III)

Just as a wave is lifted by the shore, Then breaks across the slowly rising sand, So as I watch you weep my feelings pour

Across the wash of what I understand. I wish I could just take you in my arms And all your pain could melt into my chest, And all the violence of passing storms

Could pass through me and finally come to rest. No words can set things right or presence lend A miracle to light your darkened way, But there is solace in a loving friend

And comfort in what I don't have to say.

Whatever circumstance you cannot bear, Just turn to me, and you will find me there.

# Shifting focus of retail industry in India

By Somesh Jagati (MBA Sem-III)

Retailers need to do an in depth research of consumption pattern across the target market, before taking any decision about the product mix, retailers has study varying consumption patterns across the spectrum of cities deeply and thorough analysis has to be done. Though the amount of annual disposable incomes are high in the big cities or urban area, household expenditure levels is equally higher in the larger cities in comparison with smaller towns. Spending pattern differs from place to place. In urban or developed places, people spend more on life style driven goods than on food and grocery. They prefer more advance or instant things like microwave oven, ready to eat food etc. On the other hand, in small town or rural places, consumers spend more on food and groceries. They are not technology savvy. Hence spending pattern in urban cities differs from small towns or rural places. Retailers therefore have to take special care of these variations in terms of consumption patterns before deciding on the width and depth of assortment for stores in these places. Organized retailing in small town in India is growing at a faster pace with 50-60% per year compared to 35-40 % in the bigger cities.

India economy is on the rise. Consumers from urban as well as rural markets disposable income have increased. Along with the rise in income, there is a fundamental change in consumer mindsets, their awareness level is widened. Plastic revolution has changed the spending pattern of the consumers. People in tier II cities have started using plastic money for purchasing goods like relating to Apparel, Consumer Durable Goods, Food and Grocery etc Thus, Tier II cities are called as 'urban aspirants'. Retailers need to focus on Tier II cities for growth and development option. Retailers have understood that urban market is matured. Hence they have diverted their focus to rural market. They started analyzing the psyche of rural consumers. Retailers are putting efforts to educate rural consumers. They are offering the products as consumer taste and preferences. ITC is the pioneer in launching a rural mall, a extension of its e-chaupal project. The first rural mall was launched under the banner 'Choupal Saagar'. Uther players who are also putting their efforts in the development of rural mall are Godrej, Tata Chemical and Rallis India DCM Shriram Consolidated Ltd etc.

The market place either based on values, relationship, or experience. Foreign players like Nokia, Pizza Hut, Ford, Reebok and Adidas also understood the importance of the shift. They have also stated focusing or relying on Tier II cities to drive growth. Retailers have caught the nerve of consumers in India as retail shops are doing a brilliant business at present. The retail shops started adopting a good idea as they provide goods at a discount in order to compete with local and unorganized market. Though there is shift in Indian consumers demand for style goods but at the same time they are price conscious and they want to finish the work as fast as they can. Retailers are helping the consumers save more and in some way.

## Live and Work

By Neha Shinde (MBA Sem-III)

Father was a hardworking man who delivered bread as a living to support his wife and three children. He spent all his evenings after work attending classes, hoping to improve himself so that he could one day find a better paying job. Except for Sundays, Father hardly ate a meal together with his family. He worked and studied very hard because he wanted to provide his family with the best money could buy.

Whenever the family complained that he was not spending enough time with them, he reasoned that he was doing all this for them. But he often yearned to spend more time with his family. The day came when the examination results were announced. To his joy, Father passed, and with distinctions too! Soon after, he was offered a good job as a senior supervisor which paid handsomely.

Organised retail in India is enjoying 6% of the market share of Retail industry. The concept of Mall culture is also flourishing. Presently, in the metro cities like Delhi, Mumbai and their suburbs have more than 700 malls. "With roughly 60% of the total population below 30 years of age, favourable demographics are expected to drive consumption across categories". There is stiff increase in the purchasing power of the young consuming middle class.

Conclusion In India, retailing is thriving and spreading. It accounts for over 10% of the India's GDP and around 8% of the employment. According to the BMI India Retail Report for the third-quarter of 2010, "the total retail sales will grow from US\$ 353 billion in 2010 to US\$ 543.2 billion by 2014." The way and the speed it has modernized and expanded with India's economic growth is amazing. Retailing in India is in limelight. It is a rising star and it's a beginning stage of growth cycle. Future of retailing is bright in India. 30% of National Gross Domestic product contributor is retail. Organized retail formats are matching up their standard with the global players and witnessing intense competition. Organized retailing is becoming tougher. Many players are entering into the retail market with various retail formats and increasing the competition. Foreign players are also entering through franchisee model. Emerging players are making huge investments in stores and their supply. The first half of 2010 was showed increasing retail interest. Retailers have invested in the space booking in prime market and malls. The mood of the market is positive. Cities like Delhi, Bangalore, Pune have shown positive sign. In 2010, the sections such as garments, fashion accessories, cosmetics and white goods are enjoying uptrend and will enjoy the same in future too. Retail is also growing in China. It could be major threat for India in future. Thus Indian players should increase their pace and try to capture the untapped market. There is vast middle class and upper middle class segment in India which is untapped in retail industry. These compel global retail giants to enter newer markets. Due to globalization, privatization and liberalization, India is getting integrated with the world economy in each and every sector. At the same time, it is expected to have the flood of retail players in India in years to come. Therefore, it became essential for the retail players to differentiate themselves and secure a distinctive position in

Like a dream come true, Father could now afford to provide his family with life's little luxuries like nice clothing, fine food and vacation abroad. However, the family still did not get to see father for most of the week. He continued to work very hard, hoping to be promoted to the position of manager. In fact, to make himself a worthy candidate for the promotion, he enrolled for another course in the open university.

Again, whenever the family complained that he was not spending enough time with them, he reasoned that he was doing all this for them. But he often yearned to spend more time with his family.

Father's hard work paid off and he was promoted. Jubilantly, he decided to hire a maid to relieve his wife from her domestic tasks. He also felt that their three-room flat was no longer big enough, it would be nice for his family to be able to enjoy the facilities and comfort of a condominium. Having experienced the rewards of his hard work many times before, Father resolved to further his studies and work at being promoted again. The family still did not get to see much of him. In fact, sometimes Father had to work on Sundays entertaining clients. Again, whenever the family complained that he was not spending enough time with them, he reasoned that he was doing all this for them. But he often yearned to spend more time with his family.

As expected, Father's hard work paid off again and he bought a beautiful condominium overlooking the coast of Singapore. On the first Sunday evening at their new home, Father declared to his family that he decided not to take anymore courses or pursue any more promotions. From then on he was going to devote more time to his family. Father did not wake up the next day.