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### **Beyond Management**

We are the student body of LIBA that intends to give the students an exposure to the world beyond classes and books. Beyond Management organizes guest lectures and workshops for students that aim to give them a different perspective to their careers and life. We invite eminent speakers from various walks of life for addressing students and igniting in their minds new thoughts and ideas. Our workshops help the students sharpen their skills in various areas.

### **The Newsletter**

This newsletter from the Beyond management team presents the thoughts shared by the speakers in a nutshell.

We thank Justin, Gitanjali and Pooja of 1<sup>st</sup> year for helping us with the articles.

### **The Student Team**

Gracelyn, Janet, Ophelia, Ankit K Banka, Charanya Chandran, Elizabeth Eapen,  
Nagesh Saralaya, Priyanka Shukla & Vignesh Kalimuthu

### **Contact us**

[beyond.mgmt@gmail.com](mailto:beyond.mgmt@gmail.com)

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## SEA SHELLS

### TT Rangarajan



"This is the story of a few people living in an island far far away. One day, god came down and asked them to carry as many sea shells as they could. The people on the island were perplexed. Some carried a few, others carried none at all. The next day, god came back and asked them to open their purses and see the shells, to their astonishment all of them had turned to diamonds".

Rangarajan's lecture was something novel. He didn't speak about corporate strategies, didn't bother explaining complex graphs, or business jargons, he spoke about the simple facts of life with such consummate ease that he reached out to the hearts of everyone in the audience.

Rangarajan peppered his lecture with excerpts from his personal experiences. The sea shell story was one of them. Rangarajan attributed his success to the sea shells he obediently collected in the course of his life which rewarded him later when they turned into diamonds. The first sea

shell he picked up was when he was in school and had done poorly in exams. He was worried that he was too late to make a fresh start and rectify his mistakes. His neighbour took him by the arm and told him that it can never be too late, and that the harder you push a spring sooner it bounces back. Rangarajan admits to have made mistakes when he was in school, whiling away time when he should have ideally been studying, but he took that moment of failure as a moment of realization. "I picked up my first sea shell that day", Rangarajan admits, and "I never looked back".

In his lecture Rangarajan narrated stories from different phases of his life, incidents that taught him something, sea shells that he kept on accumulating. Now when he looks back, it all makes sense, the initial failures, the constant struggle have all paid off. All his sea shells turned into diamonds with experience. Rangarajan urged students to learn something from each day, and carry it like a sea shell. Some day it would turn to diamonds and reward us. Rangarajan is a mentor in

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many ways. He is an entrepreneur who set out to achieve his dreams armed with nothing but perseverance. He gave up his career in the soft ware industry when he realized that there was something even more challenging he needed to conquer. Rangarajan then set off on a career in counseling and personality development. He realized that the nation was losing too many people to stress and he had to do something about it. Since then he started giving lectures to people, conducts meditation retreats to provide a holistic healing experience through Alma Mater. Rangarajan also edits a magazine called Frozen Thoughts which has huge followership in India and abroad.

Rangarajan's lecture was an experience! One came out of the lecture feeling good about oneself. Each of us walked out carrying shells, shells that spoke about perseverance, shells that kept chanting "its never too late to do what you want to".

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## FROM IGNORANCE TO MASTERY Prof.L.S.Ganesh

Learning is a long journey and it leads a person from ignorance to mastery. This was the essence of Prof. L.S. Ganesh's message to the student community of LIBA who attended his guest lecture on 20<sup>th</sup> July, 2011 at our institute auditorium. Prof. Ganesh, a faculty at Indian Institute of Technology, Madras is a man of great learning with several years of experience in the academic field. Throughout his lecture he emphasized the importance of evaluating oneself to grow as a person and the importance of growth in life. He also stressed on individual and collective freedom and warned that if freedom is lost, then there will be no choices in life.

Dwelling more on learning, he classified the learning process into two: a micro-cycle and a macro-cycle. Elaborating further, he said that the macro-cycle starts with unconscious ignorance and end with conscious ignorance. A person initially doesn't know that he doesn't know it, but later on comes to understand that he is ignorant of the fact - this is what macro-cycle of learning is. The micro-cycle of learning includes awareness (ability to identify and recognize things), familiarity (ability to describe things), understanding (ability to explain things), prediction or anticipation (ability to foresee), internalization

(practicing to get the art perfect) and mastery (a master at the art). Learning can further take you to the stages of super-mastery (a stage where it doesn't matter to you that you know something) and perfect mastery (a stage when you remain silent and there is no need of words to display your prowess).

In addition to this, he also gave the students a mantra on how to live a happy and fulfilled life. The 6-S framework for leading a fulfilled life included survival, stability, strength, success, superiority and sustainability. From your basic instincts of survival, you gradually graduate on to securing a stable life and then seek mental and physical strength to strive for success. You then try to enhance your superior status and finally want to continue or sustain that level of living.

The session was followed by a question answer session in which students raised various doubts on the purpose of life, success and how to lead a content life. The session gave an insight into the process of learning and how to gain mastery over whatever task you undertake.



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## CONOSCENZA- A WORKSHOP

### Subramanian Kalpathi

The first workshop organized by Beyond Management for the academic year 2011-12 was held on 27<sup>th</sup>, July, 2011 at the institute auditorium. The facilitator of the workshop was Mr. Subramanian Kalpathi, who is the founder of 'Conoscenza', a start-up organization that conducts motivational and personality development programmes. Mr. Kalpathi is an alumnus of LIBA and passed out from its portals in 2010. Through the one and half hours workshop programme he brought out the importance of innovation in life and how to go about meeting challenges.

He stressed that innovation was the most important pre requisite for a company's growth and supplemented his points with a number of examples. He exemplified the power of innovation by citing the example of Nano, the cheapest small car, brought out by an Indian company and the dream of its chief Ratan Tata and the and innovation and efforts of his employees. Likewise, Aravind eye hospital was the brainchild of Dr. Govindappa Venkataswamy, who wanted to establish a health-care model that would supplement the efforts of the government and also be self sufficient. While Arila Foods came up with the

challenge of manufacturing chocolates that can be consumed in space, the Indian government under its UID project envisioned to provide an identity to its more than one billion citizens.

Through these examples he pointed out that it is a challenge that kick starts the process of innovation. A challenge drives a person to think out-of-the box and come up with creative, viable and novel solutions. Strategizing on how to achieve the goal that one has set for oneself is the next main step according to Mr. Kalpathi. A powerful strategy is what helps one to overcome the hurdles on the way to achieve the challenge. Having made a good strategy, he emphasized that teaming up with the right people and motivating the workforce is essential to reach your target. At the same time, he cautioned against straying away from one's main goal and losing focus of what one wanted to achieve.

As a case study, the example of Dainik Bhaskar group, a leading newspaper house of India, was taken up. The challenge of this organization was to spread its wings to other states, other than the home-state Madhya Pradesh where it had a strong foothold. They achieved this aim in the states of Rajasthan, Gujarat, Chandigarh city and many other places by following the strategy of door-to-door surveys to understand consumer preferences and by soliciting advance subscription

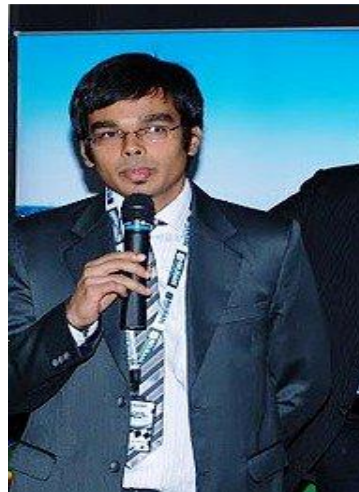
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bookings. By a careful study of the needs and demands of its target-base they came out with different products in different areas; while they released a Hindi newspaper in Rajasthan, they came out with a Hindi-English combined newspaper in Chandigarh. They never diluted their goal of being no: 1 leading newspaper in their target locations right from the start of their projects. They not only achieved their goals but also exceeded the expectations and goals set.

The session concluded with the speaker asking each of the participants to write down one goal which each one would like to achieve in his/her life and how they plan to reach it. He also gave seven points, which he named as 7 P's, which one should take into consideration while travelling on the road to meet challenges. The motivational session concluded with the question-answer session in which the students participated and shared their queries.



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