



Did You Know....?

If one has to spell out numbers, we would reach the letter 'a' only at the number 'one thousand'.



product, hand moisturizer, 11, that study shows. I know a few in IM who use more than 20 products before coming to college and they look like Cruella de Vil (the lady villain) from 101 Dalmations. These chemicals are not only carcinogenic in nature but also make you look weird, I for one will vote for those who go with the natural look.

The Liberhan commission's findings on Babri Masjid was as shocking as reading a news revealing 'the pope prays several times a day', they should start taking action on the culprits than writing 1000s of pages about some utterly useless findings. Another important thing that happened last week was, I got a call from the girl over whom I had a crush since school days. After 7 years, I thought that she finally realized what a great chap Ifthi is and she was calling me. The thing is I never spoke with her whilst at school, how wrong I was, she called me to say that she is getting married next month and wants me to be present at her wedding. Poor girl didn't know that I had a crush on her, once I actually got a bit of courage to say about my crush to her in person, but the worse thing I did was to ask for my friend's advice. That idiot asked me to say it with a box of chocolates. I took it and I bought a box of Ferrero Rocher chocolates and on my way I was wondering what is more important to me, I was in a dilemma. I had a really tough choice to make; after walking for 10 minutes I ate all the Ferrero Rocher and returned half way.

Every international newspaper was going gaga about the collapse of Dubai share market, now what I don't understand is why do people still believe in making money out of shares?. Investing money in shares and expecting that someone else will work hard to bring the company into a good position so share prices can go up is like asking your friend to eat when you are feeling hungry. I have a better business plan than share market, me and my mates are offering real estate for sale in Mars, so when the world gets destroyed on 2012, you can build your home there. All legal documents will be given and if you are good at convincing others you can sell these papers at a higher value to others. If you earn a profit you can keep all the cash and if you make a loss you can keep the papers, exactly like the share markets. But this has less risk than share market because your land prices won't crash when some guy in America sneezes.

The most bleeding obvious news of the week was the top US commander in Afghanistan has said Al-Qaeda will not be defeated unless its leader, Osama Bin Laden, is captured or killed. It doesn't take a genius to work that out, does it? The greedy board of directors of Royal Bank of Scotland threatened to quit last week if the government intervenes in the bank paying \$4bn in bonuses. It was the same RBS which was bailed out during the financial crisis and the government owns 70% of its shares. I am glad to inform that my former employer Barclays reported a profit of \$9bn in the last 9 months unlike RBS who reported a quarterly loss of \$4bn.

Some say that I crib too much but I say about things happening around me in my column as I see it, I can assure you that I won't call a spade as a soil redistribution implement instead

I just call it as a spade. Anyways I might get fever next week and my neighbor's granddad might pass away too so I am writing this letter of leave well in advance (hehe, if my column doesn't get published next week it is due to space constraints, so stage a protest in front of the editors or even throw stones at them, just to cover my back side I am giving a leave letter well in advance). I hope you all have a great day, I will see you when I see you.

Ciao

- Ifthikar Ahmed, I MBA

How Athens got its name?

Do you know that there is a myth about how the ancient city of Athens got its name? According to the myth, Athens is named after Athena, the strong, fair and merciful goddess of wisdom, who was the daughter of Zeus, king of gods.

The birth of the Greek goddess Athena was more than unusual, it was truly amazing! When Zeus heard that his wife Metis was pregnant, he swallowed her, because someone had prophesied that her child would be greater than its father. But poor Zeus swallowed more than that he had bargained for! He developed a terrible headache, and after sometime, his head split open and his child, the fully grown Goddess Athena appeared.

According to another myth, Athena and another god, Poseidon quarreled over who should be the patron of Athens. Finally it was decided that the city would be named after who ever gave it the best gift. Poseidon's gift was a salt water fountain near the city, while Athena's gift was an olive tree. The people of Athens decided that Athena's gift was the better one, since the oil of the olive tree is used for cooking, lighting and trade. So the city was named 'Athens' in her honour, to show the people's appreciation of her gift to them the olive tree.

- Srinivasan K, I MBA

POLL

Is it right to carve a separate Telangana out of Andhra ?

• YES • NO

Send in your replies to psginnewsletter@gmail.com.

Answers for Guess Who...?

Marlon Brando

Helen Keller

Answers for Puzzle of the Week

Dated : 01 December 2009

Ans: 381654729

People who got it right first :

Sabari Girieshan, II MBA

Sri Ram Prabhu, II MBA

Vivek S, II MBA

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JAI HO!!!!

Hello buddies, since the launch of Atulya we have had many exciting articles, some hilarious, some informative. Let us first appreciate the Atulya team who is doing a great job, cheer up team!! Richard Branson too started his career with a news letter!!! Now getting to the article, though not hilarious, we hope it would make you think a little.

The next question that would arise in your mind is what the topic is, is it about a new management concept?? Is it about stock market??? Or is it about business leaders??? The answer is a big no. It is about India and its education system, a topic that we are familiar with right from our childhood. We would like to share some facts about India which would make us proud. India is now a world economic super power and she proved it with its recent GDP buoyancy. But we still grumble about the things which we don't have. There wouldn't be any dichotomy between an Indian MBA and a graduate from Stanford or Harvard, if we understand the real purpose of an MBA. B-schools are looked upon as a placement consultancy nowadays; JOBOMANIA is eclipsing the real purpose of MBA.

The real purpose of MBA is to make a person learn and update his knowledge throughout his life and to apply these thoughts pragmatically. What makes one dither about studying in India? Is it the Indian education system? Before that, we would like to remind you of certain facts which we should take pride in. Did you know that 1200 years before Sir Isaac Newton discovered gravity; **Bhaskaracharya** spoke about it in **Surya Siddhantha**. India invented the Number system. Zero was invented by **Aryabhatta**. **Algebra, trigonometry** and **calculus** came from India. Quadratic equations were given by **Sridharacharya** in the 11th Century. USA based IEEE has proved what has been a century-old suspicion amongst academics that the **pioneer of wireless communication was Professor Jagdeesh Bose and not Marconi**.

How do you feel like after reading this? These people aren't educated from any foreign

EDITOR'S DESK

Hey pal..... And how are you doing today?! Sab Theek-thaak!? Regarding previous edition, it was nice to see everyone enjoying for a change wasn't it? Coimbatore is also making giant strides! (Most guys won't agree to this) all with the anti-smoking campaign & Litter free city etc.,

The Indian cricket team has given a new lease of life to the dwindling following for test matches; they sit at pole position. Kudos to the entire team for putting in so much effort and doing the near impossible displacing Australia & South Africa while being ruthless with their wins. India has become the silent winner (much like the hare and tortoise story). Here's hoping and praying that India remains no.1 for some time further and replicates this feat in ODIs too (here we go again, setting expectations and being greedy!).

India will have another state, Telengana, soon. Congrats KCR! Am considering a hunger strike; I want a new state too!

Coming to the management fest, (which has the whole college in frenzy!), we have some news... The good news is teams have been formed, work has been allocated, events have been selected and the name for the event has been ELECTED (we had a vote) "ARISTAEUS" which means 'the best' in Greek.

A matter of concern is no sponsors have yet been contacted... and with recent developments the bottom line is "No Sponsors, No events". So guys and girls (especially the ones with connections) please let us know if there is any opening, no matter how small. We need all the help we can get to be able to successfully conduct this event. It's OUR event, need more be said?

Congrats to **Rajeshwari P**, II MBA, D batch for getting selected in HDFC as Senior Officer with a package of 4 lacs per annum.

Please do remember to drop in your valuable feedback at, you know where! (psstitspsginnewsletter@gmail.com, don't tell anyone!)

Happy reading!

university. Skeptics would still say it happened long back. But Pranav Mistry is an IITian, who made the world turn heads.

Okay let us come to the discussion pertaining to the Indian Education system, comparing our Indian education system with that of its peers. The basic and most important difference between the two educational systems is the emphasis on math in India at the elementary and high school level itself. Mathematics teaches students logical and rational thinking - it lays the foundation of independent and lateral thinking. Indian schools start teaching math, like multiplication tables, at the elementary level itself. It is given a lot of importance and is a must for students who plan to do science related study in college. On the other hand, high school in America is so flexible that a lot of students who end up majoring in sciences in college do not take advanced math and calculus in high school. At the end of their 1st year of university, math majors in the US are equivalent to high school graduates in India in terms of math study and knowledge. This emphasis on math in high schools and engineering programs is also the reason why India produces so many "good" software engineers. The analytical thinking taught by mathematics is exactly what is required for software development.



People talk a lot about the flexibility of the American education system. However, the downside is that they can avoid taking courses which they find difficult as their major. The students in the US are often criticized for avoiding a lot of important courses by taking easier courses from other departments that fulfill their degree requirements.

American education system is designed, so as not to reduce/hurt the self-esteem of any kid in class. So, the system is designed in such a way that nearly everyone can pass the high-school level. This leads to lowering of standards at the high school, which in turn leads to lowering of the standard for college entrance too and subsequent college programs. So, college students in, say, computer science, are learning much less and at a much slower pace than the students in computer science programs in India and Europe.

The American college education system is industry-oriented and hence, is structured so that it produces people who can do a certain type of job efficiently. So it is like a custom-design factory which produces engineers/workers who can do one or two jobs very well but require massive retraining if they have to do something new. In contrast, the education in India (and Europe) is more towards teaching the basic concepts and a broader mass of information. The products of this education system are therefore capable of taking up several types of jobs. This shows that Indian education is better at least till the undergraduate degree (for engineering). However, graduate programs in the US are probably far ahead of most other countries due to the critical mass they have and the fact that they attract the best students and faculty from all over the world. We don't say that the Indian education system is flawless. There are certain flaws like we are not very good at voicing our opinion in public. But in spite of grumbling about what we don't have, we shall have to strive hard to outsmart the people in the rest of the world. The economy of the world is not booming but still Mukesh Ambani is trying to acquire Lyondell Basell. Vijay Mallya has sealed the partnership with Heneiken NV. Enough said?

Arise Awake and stop not till the goal is reached...

- Gayathri R & Amal Rekha C, IMBA

Did You Know....?

In the 1400's a law was set forth in England that a man was allowed to beat his wife with a stick no thicker than his thumb. Hence we have 'the rule of thumb'



Virender Sehwag- The Delhi daredevil

The Nawab of Najafgarh and the Delhi Bomber are just two of the many honorifics that Virender Sehwag or Viru answers to. Shane Warne once said that Sachin Tendulkar gave him nightmares. I am sure that his contemporary and off-spin wizard Muthiah Muralitharan would be having nightmares of Viru for the hammering he has received. Viru has scored 400+ runs at a staggering strike rate of 122.5 (what the....) to walk

away with the player of the series trophy in the just concluded test series against Sri Lanka. Viru is not the most elegant nor is he fleet of foot but he is a powerhouse with extremely good hand eye co-ordination and a blessed timer of the ball. Not to mention his uncluttered and primitive approach to batting. Sehwag on song can have a devastating effect on the opposition. It's not merely their figures which take a mauling; their confidence is torn to shreds as well. His recent monumental 293 at the Brabourne stadium, Mumbai was a breathtaking assault on the hapless Sri Lankans. It was a sight to behold; the glittering array of strokes, the swagger in his walk and the wide smile on his face.

The sheer savagery associated with his batting is spellbinding. Coupled with a strong will and an audacious mind, the effect and outcome can overwhelm you. Scoring a triple century is no mean feat for any batsman. Bradman and Lara, arguably the greatest of them all, had only two to their name when they finally hung up their boots. Sehwag had the guts and the audacity to venture out of the crease and loft Saqlain Mushtaq for a six when he scored his first triple ton in Multan. The achievement is even more mind-boggling when you consider the surrounding circumstances. It was a test match against Pakistan in Pakistan, our arch rivals, after a long time. Tensions ran high. Sehwag was by no means a regular member of the team and getting a triple ton is not a common occurrence. He had been dismissed in the previous series in Australia attempting a similar feat during the course of a destructive 195 in Melbourne when he tried reaching the landmark with a maximum. Taking all these factors into account, it was a brave feat and this gives us common people a clear view into the ticking mind of Sehwag.

For a man accused of daft dismissals and a cavalier approach to his cricket, he has a strikingly high 50+ average in tests at a scarcely believable strike rate of 80. 2 triple tons, umpteen scores of 150+ all indicate a voracious appetite for big runs and a well crafted technique not obvious at first glance. It is a surprise and a letdown for all Indian cricket fanatics and Sehwag fans that he is not as successful at ODI or T-20 level. For all his talent and batting pyrotechnics, he should have lorded over these two formats. Viru is only 31 and at his batting prime, so here's hoping that he would set things right before soon. We should treasure this rare jewel for his brilliance and revel in his achievements. It would be unfair to end this wire-up without mentioning how far and wide cricket has spread in this nation. Once a game for the elite, today MSD from Ranchi is the captain and simpletons like Viru rule the roost. Here's to the growth and sustainability of cricket in India and the rise of Sehwag to the pinnacle he so richly deserves!

- Sathyanarayanan Chakrapani, I MBA

Kovai special

I welcome you to our colourful Kovai! Join me on a special tour across this delightful city and let me show you how it has proven to be a wonderland for all the Coimbatoreans and its specialties that attract immigrants from all over India! Coimbatore, the Manchester of South India, is very famous for cotton, the salubrious climate and the sweet Siruvani. The city is situated on the banks of the river Noyyal. Coimbatore existed even prior to the 2nd or 3rd century AD of Karikalan era, the first

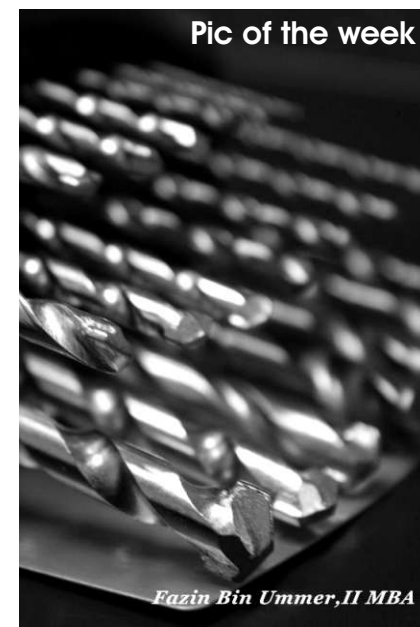
of the early Cholas. Positioned in the rain shadow region of the Western ghats, Coimbatore enjoys a very pleasant climate all the year round, aided by the fresh breeze that blows through the 25 kms long Palakkad gap. Initially, it was only famous for its industries but today we can boast of so many famous landmarks right from hospitals to educational institutions to delicious eateries. It is also a city of temples, the lord Nataraja temple located in Perur on the banks of the Noyyal river, the Koniamman temple the deity of the goddess said to guard the city, the Sri Subramanyasami temple located at Marudamalai, Lord Vinayaka temple in Eachanari to name a few. The famous 'Then (south) Tirupathi' is located 35 kms from the city. If you seek peace and tranquility then you must visit the Isha yoga facility near the Vellingiri hills.

The city is chock a block with a lot of educational institutions, where most of the institutions belong to the 'PSG' group. 'PSG' group has played a significant role towards the growth of the city. The 'Elgi' group of companies and 'Lakshmi mills' have also made momentous contributions towards the growth of the city.

The Agricultural University and the Bharathiar University stand as centres for learning. Hospitals like KG, KMCH, GKNM, Ganga hospital, PSG hospitals, etc, have rescued many a patient coming from all over the world. The rendezvous for most of the Coimbatoreans is the Race course road and the VOC park. You cannot understand the pleasure of strolling a full round in race course just if I tell you, so just walk once, and I assure you, you will thoroughly enjoy it! A hangout for the youngsters is the renowned KG theatre and DB road. There are lots of small eateries like Café coffee day, Seasons and Atmos. It is the birth place for eatery brands like Sree Annapurna, Sri Krishna Sweets, Anganan Biriyan Hotel, Alankar etc.

You want to go on a wild shopping or window shopping, yes, there are a lot of shopping areas for you. All the nearby villagers come to Coimbatore to do their shopping in

various shops like Mahaveers, The Chennai Silks, Sreedevi textiles, P.S.R. silks etc. If you prefer an extensive shopping spree then you can go around the Town Hall and the Oppanakara street. There is a special bus No.7 which takes you on a tour through the important roads of the city. Definitely, ours is one of the cleanest cities of India and we are all happy about that too! OK, now the most important attraction of the city YES..... Coimbatore serves as



Pic of the week

Fazin Bin Ummer, II MBA

an entry and exit point to neighbouring state Kerala and the ever popular hill station of Udhagamandalam (Ooty). This is what attracts the tourists and even cine stars who come to Ooty for a film shoot. So, at any given point of time you can see any cine star or other VIPs at the airport and if you are lucky, you may even see the superstar himself!!!! Last but not the least, Coimbatoreans are very particular in "give respect and take respect" aspect!!!! So make sure that you use 'ennanga', 'vaange' and 'ukaarunge' in your conversations and just wait and see what you get in return (if you are lucky enough you may even get a chance to settle in Coimbatore)!!!!!!!!!!!!!!

- Shwetha N, I MBA

Do U Know Ur Movies?

- ✦ "I don't want to be a product of my environment. I want my environment to be a product of me"
- ✦ "Pura naam, Vijay Dinanath Chauhan, baap ka naam, Dinanath Chauhan, Maa ka naam, Suhasini Chauhan, Gaon Mandwa. Umar Chaiti's saal, ..."
- ✦ "Podi, dhaadi vacha kalli"
- ✦ "Will you tell me something? Have you come because you need my help to save a certain distressing damsel? Er... rather damsel in distress? Either one."
- ✦ "Welcome to Hollywood! What's your dream? Everybody comes here. This is Hollywood, the land of dreams. Some dreams come true, some don't, but keep on dreamin'. This is Hollywood. Always time to dream, so keep on dreamin'."

Send in your replies to psgimnewsletter@gmail.com.

The week that was

I know many of you were expecting my column last week but we had more interesting things to narrate which happened in the campus than me cribbing about something. The reason for my column missing out was due to space constraints, so they thought of giving me a week off. But most students did really miss The Week That Was and in order to avoid their disappointment, I am back. The positive comments that I receive from my fellow students were the only thing that brought me out of my misery, i.e. the results of 1st trimester. I got the 2nd highest internal marks in my class but failed in the externals on one particular paper, it is like running in a 100m dash and leading the race for 96metres like Usian Bolt and tumbling on the track just before reaching the finishing line. I was so depressed that I was binge eating on the noodles with onion chutney to kill myself but then I realized it is better to re-do the course than eating the hostel food, so I gave up. *The Sun* newspaper reported that *Women slap 515 chemicals on their face and body every day - and many could be harmful*. It seems that beauty-conscious girls (or should I say ugly looking ones) use up to 13 products per day, most containing more than 20 ingredients, Lipstick contains 33 elements, body lotion 32, mascara 29, and supposedly the purest

