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# xpressions

Vol. 11 / June 2010

## TECH - KNOWLEDGEOICALLY YOURS, WLCI!

Knowledge, as we all know, leads to discovery and technology leads to a newer way of life. Perhaps the greatest technological invention we have witnessed in our lifetime is the birth of the internet – an amazing wireless communication system that connects the world! Today hundreds of millions of users across the globe patronize this system with a growing rate of a million users every year.

At WLCI, we have kept pace with this technological revolution by sharing news, views and events of our institution through this medium that reaches each one of you, our valued family members, across our nationwide campuses. Our e-learning facility utilizes this technological marvel to make learning easily accessible, again, just at the click of a button.

Cyber space has indeed made the world a smaller place and put our own world of knowledge and learning – WLCI – just a few buttons away.

**Once again, let's connect!**  
**Sushil Bahl**



*Man is still the most extraordinary computer of all.*

*- John F. Kennedy*

**E-reading is indeed a healthier, viable, valuable and practical alternative to 'printing' and we are happy to create this newsletter exclusively for WLCI e-readers.**



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*The more you praise and celebrate your life, the more there is in life to celebrate. - Oprah Winfrey*

## PINK AND BLUE HUE

A 'Pink & Blue Day' was organized at the Mumbai Campus on 30th April 2010.

The young (and young-at-heart) staff and faculty members of the Mumbai campus do not need a reason to celebrate!

The 'Pink and Blue' theme for the day was welcomed by all, and staff and faculty could be seen in outfits in varying shades of pink and blue.



The auditorium was appropriately decorated in pink and blue by Varsha Vinerkar, the enthusiastic HR executive, who also organized the games for the evening. Amit Parekh, the compere for the evening conducted the event with flair. Hidden talents of the staff and faculty, particularly in dancing and singing were adequately displayed and appreciated.

Interesting games, foot-tapping music and dancing enlivened the goings-on, while prize-winners enjoyed their gifts. Some delicious snacks completed the evening of pink and blue hues.

## A 'MAST' VISIT TO M.U.S.T. RADIO STATION – YOU MUST READ

WLCI Mumbai students visited M. U.S.T. radio station as a part of their radio production module on 30 April, 2010. It was a wonderful experience for the students. The students were really excited about the visit as they were visiting a radio station for the first time.

The visit proved to be a value addition as they could relate their classroom session to the functionalities of the entire radio set up. They were properly briefed on all the equipments used for radio production. The students were also exposed to the mixers and the recording studio. Also, an introduction was given to the entire working and setting up of a community radio channel.



The visit became lot more interesting when the students were asked to prepare their own individual scripts and deliver them over the microphone. This was an exercise which made them learn the importance of a script and how much time, preparation and hard work a script actually demands.

Overall the radio station visit was a memorable and learning exercise for all the students. Kudos to the organizers **Mr. Sachin Shah & Ms. Alifiya!**

*A good plan implemented today is better than a perfect plan implemented tomorrow. - George Patton*

## NEWS FROM WLCI HUBLI

WLCI Hubli students (batch 2008-2010) took an initiative and established a management student club named **UDBHAV**. This club aims at sharing knowledge, taking new initiatives to take the WLCI brand to new heights of excellence in the industry. It will also help students build and maintain relationship with WLCI alumni.

**Udbhav** initiated an inter-college badminton tournament at Cotton County Club. Active participation was seen at the event. Six mix doubles teams had participated enthusiastically.

**Udbhav** was also active in organizing a trip for the students to OM beach. It was a fun filled and enjoyable trip which gave many reasons to students to smile.

**Great endeavor by WLCI Hubli!**



*In wisdom gathered over time I have found that every experience is a form of exploration.- Anonymous*

## GO GOA: WLCI HUBLI STUDENTS

Thirteen students of Hubli campus along with three staff members visited **Automobile Corporation of Goa Ltd. (ACGL)**, a leading bus body building company, as a part of Industrial visit. The visit proved to be a value addition to all the students as they were given insights into all aspects of management and production.

It became easier for students to relate their classroom sessions with practical aspects of the industry. The visit proved to be a learning experience for all the students which will certainly help them in their professional course of life.



Automobile Corporation  
of Goa Limited



➔ *Forgiveness does not change the past, but it does enlarge the future.*

*- Anonymous*

## STONE



Two friends were walking through the desert. During some point of the journey, they had an argument; and one friend slapped the other one in the face.

The one who got slapped was hurt, but without saying anything, wrote in the sand, **Today my best friend slapped me in the face.**

They kept on walking, until they found an oasis, where they decided to take a bath.

The one who had been slapped got stuck in the Mire and started drowning, but the friend saved him.

After he recovered from near drowning, he wrote on a stone: **'Today my best friend saved my life'.**

The friend who had slapped and saved his best friend asked him, 'after i hurt you, you wrote in the sand and now, you write on a stone, why?'

The friend replied **'when someone hurts us we should write it down in sand, where winds of forgiveness can erase it away.**

But, **when someone does something good for us, we must engrave it in stone where no wind can ever erase it'.**

**Learn to write your hurts in the sand and to carve your benefits in stone.**





# Snapshots





## ट्रेनीशिप कार्यक्रमों के प्रति छात्रों ने दिखाई रुचि

नईदुनिया संवाददाता

नोएडा। सेक्टर-62 स्थित डब्ल्यू.एल.सी कॉलेज इंडिया ने आगामी सत्र के लिए प्रवेश की घोषणा कर दी है। संस्थान द्वारा संचालित ट्रेनीशिप कार्यक्रमों के प्रति छात्रों का काफी स्थान देखने को मिल रहा है। गुरुवार को संस्थान में आयोजित एक कार्यक्रम के दौरान अधिकारियों ने कोर्सों के लिए प्रवेश की प्रक्रिया, ट्रेनीशिप कार्यक्रमों व प्लेसमेंट की स्थिति के बारे में विस्तार से जानकारी दी।

डब्ल्यू.एल.सी. की वरिष्ठ प्रबंधक (कॉरपोरेट कम्युनिकेशन) नेहा गर्ग ने बताया कि संस्थान के लिए

उन्होंने बताया कि डब्ल्यू.एल.सी. इ चीजों को गंभीरता से ले रहा है। उद्योग जगत के मुताबिक बनाए गए उनको कोर्स कॉरपोरेट्स के लिए मददगार साबित हो रहे हैं ताकि छात्र अपने प्रतिभा के अनुसार इंडस्ट्री विशेषता चुन सकें।

प्रबंधक के मुताबिक संस्थान छात्रों को ऑन द जॉब ट्रेनिंग प्रदान करते हैं उन्होंने बताया कि इस वक्त भारत के छोटे शहरों जैसे चंडीगढ़, जयपुर, लखनऊ में भी ट्रेनीशिप कार्यक्रमों में काफी प्रगति देखने को मिल रही है। ज्यादातर स्टडी सेंटर्स में छात्र 12 हजार रुपए वजीफा तक भी हासिल कर रहे हैं।

## डब्ल्यूएलसी कॉलेज में दाखिला प्रक्रिया शुरू

नोएडा। सेक्टर-62 स्थित डब्ल्यूएलसी कॉलेज में दाखिल प्रक्रिया शुरू हो गई है। संस्थान के पीजी विजनेस कोर्स के मार्केटिंग, फाइनेंस और एचआर बैच के लिए आवेदन 31 म तक किए जाएंगे। इसके साथ-साथ संस्थान में फैशन, मीडिया और विज्ञापन क्षेत्र के कोर्स भी शुरू किए जा रहे हैं। ये सभी इंडस्ट्री संचालित कोर्स हैं। संस्थान में आयोजित प्रेसवार्ता के जरिए यह जानकारी दी गई।

छात्रों की सुविधा के लिए एसएमएस सेवा भी शुरू की गई है। इसमें ट्विस्ट लिखकर 54242 पर एसएमएस भेज सकते हैं। जून में शुरू होने वाले सत्र के लिए डब्ल्यूएलसी एडमिशन टेस्ट के जरिए दाखिले होंगे। रजिस्ट्रेशन फॉर्म वेबसाइट से डाउनलोड किए जा सकते हैं। आवेदन करने वाले छात्रों को प्रवेश परीक्षा की जानकारी एसएमएस द्वारा भेजी जाएगी।

डब्ल्यूएलसी कॉलेज की कॉरपोरेट कम्युनिकेशन नेहा गर्ग ने बताया कि संस्थान द्वारा ये कोर्स खद संचालित किया जाये हैं। ये

## प्रोफेशनल कोर्सों में दाखिला प्रक्रिया शुरू

नोएडा, (ब्यूरो): संस्थानों में अपने छात्रों को अन्य प्राफेशनल व्यक्तियों से आगे निकालने की दौड़ तेजी से बढ़ चुकी है। शानदार कैरियर देने की दिशा में डब्ल्यूएलसी के जुलाई सत्र में दाखिले की प्रक्रिया प्रारम्भ हो चुकी है।

सीनियर मैनेजर कॉरपोरेट कम्युनिकेशन नेहा गर्ग ने एक प्रेसवार्ता में बताया कि उनके संस्थान की देश में 29

अपनी पढ़ाई के साथ नौकरी कर अपनी कमाई से 50 प्रतिशत फीस आसानी से जुटा लेते हैं।

इस संस्थान में औद्योगिक इकाइयों के अनुभवी व्यक्तियों द्वारा वर्ष में दो



बार कोर्स का नवीनीकरण किया जाता है। यहां से कोर्स करने वाले छात्र को एक सुविधा और दी जाती है जिसमें छात्र किसी कोर्स को दो

➔ *One must learn by doing the thing, for though you think you know it, you have no certainty until you try. - Aristotle*

## INDUSRTY VISIT: WLCI NAGPUR

The students of ACL II of Nagpur campus went on an industrial visit on Saturday 15th May 2010 to **ISPAT Industries** as per the module. The students got a first hand understanding of the production process of a COLD ROLLING steel plant.

Ispat Industries Limited's integrated steel plant at **Kalmeshwar** in the state of Maharashtra, India, uses some of the finest steel manufacturing technology to produce galvanized sheets and products, apart from cold rolled coils.

Students were explained the details of the plant layout and various technical terms used such as Electrolytic cleaning, Batch annealing and Skin Pass.

This visit has helped the students get a better understanding of the lesson plans. It was coordinated by Mr Abuzer Bengali and Ms Vinda Warhadpande. The students expressed their thanks to Mr Rohit who took them around the plant and Mr Ajay Sinha DGM - HRD & GS.



*Life's real failure is when you do not realize how close you were to success when you gave up. - Anonymous*

## MENTORING & MOTIVATING STUDENTS: THE CUTTING EDGE EXPERIENCE

### Mentors speak

"The highest courage is to dare to be you in the face of adversity. Choosing right over wrong, ethics over convenience, and truth over popularity ... these are choices that measure your life. Travel the path of integrity without looking back, for there is never a wrong time to do the right thing."



### Students' Speak

"This program has helped me a lot. Before coming for this camp I had lot of tensions, disputes, ego and temper issues within myself. Now after attending the CAMP I feel like a new born leaf - no tensions, no disputes and no anger. I am really thankful to this camp and the mentors who have changed me a lot and made me a positive person. I promise to myself that I will remain happy and will make others happy too."

- **Kavita A Nakod, Aurangabad**

"It helped me to analyse myself as a person, my strengths & weaknesses and how I can improve them in order to become a better person. This program has also helped me in raising my confidence level and has taught me how to think positively. It has also helped me to understand the true values of life & has taught me to value relationships."

- **Sonu Rajpal, Aurangabad**

"My past experience in camp was great, I learnt many things. And from this camp, I could identify my positive and negative issues and thus work towards overcoming my drawbacks. I can identify a new "Pavani" now. I love myself the way I am and now I believe that I can make people love me this way in future. I will take strong action against the habits that I want to get rid off. I am going back with a feeling of fulfillment. Thanks a lot Cutting Edge Team for your sincere efforts & knowledge sharing."

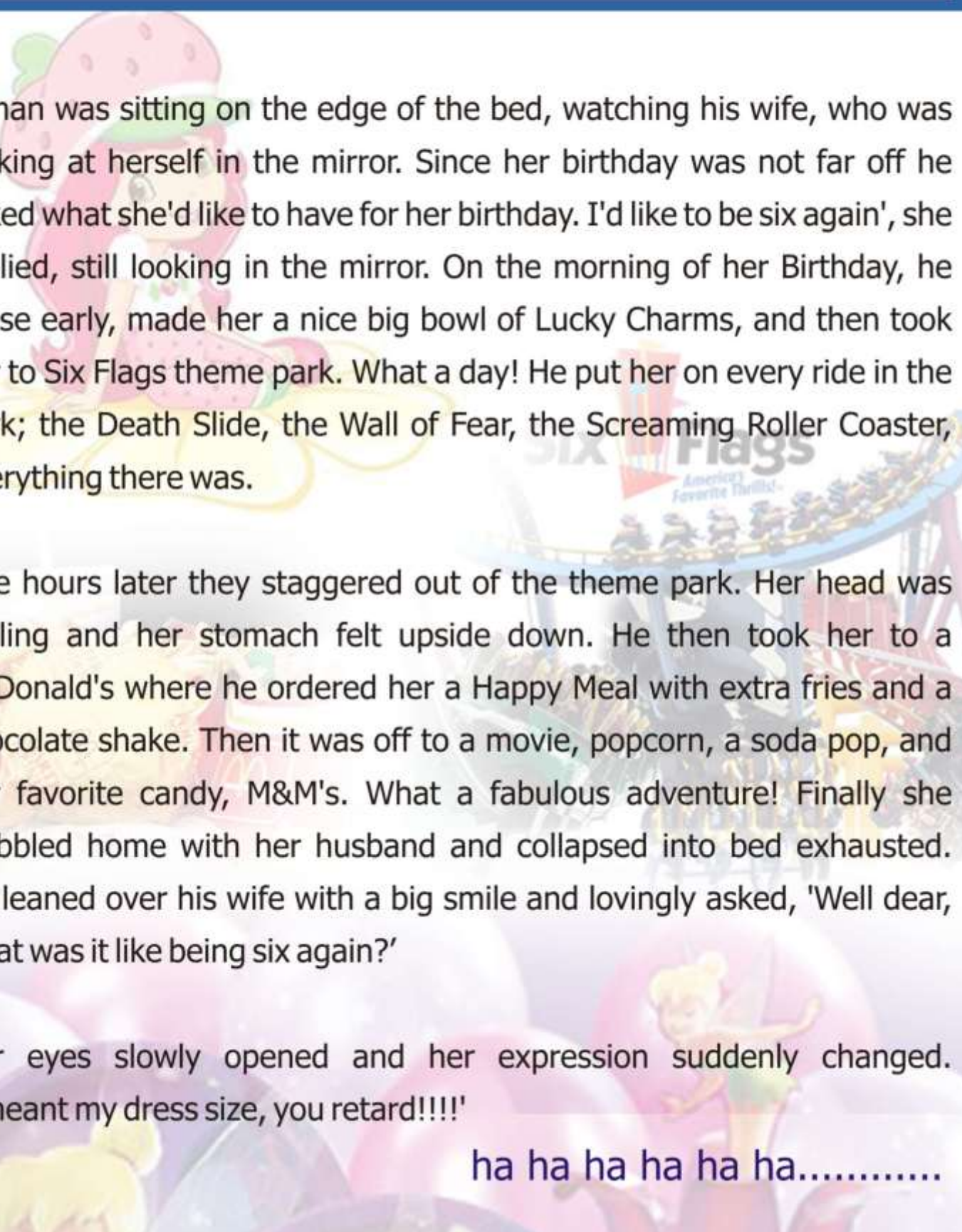
- **Pavani Rao, Chennai**

"This is a very interesting program. I have never attended this kind of program ever before. I enjoyed a lot. Here I learnt how to improve my personality and attitude. Also I have been able to get rid of my bad habits - a task I was struggling with for many years."

- **Debasish Sahoo, Bhubaneswar**

Camp Venue	Participating Campuses	Minor Research Project Winning Team	Best Performer	Stream	Cutting Edge Camp Dates
Noida	Kolkata, Delhi SF & Mumbai	Delhi SF	C. Antony Johnson Francis (Mumbai)	Business	03 May - 07 May 10
Noida	Mumbai & Pune	Pune	Anuj Shah (Mumbai)	Business	10 May - 14 May 10
Delhi SF	Varanasi, Delhi SF & Goa	Goa	Ridhay Raman Khanna (Delhi SF) Ishaq Shaikh (Goa)	Business	10 May - 14 May 10
Noida	Nasik, Aurangabad, Bhubaneswar & Chennai	Chennai & Nasik	Arundhati Parida (Bhubaneswar)	Business	17 May - 21 May 10
Delhi SF	Pune, Delhi (Design) & Delhi (Fashion)	Delhi SF (Design)	Ponni M Nath (Delhi SF –Fashion) Amar Bhojar (Pune-Business)	Fashion, Design & Business	24 May - 28 May 10

## TO BE 6 AGAIN...



A man was sitting on the edge of the bed, watching his wife, who was looking at herself in the mirror. Since her birthday was not far off he asked what she'd like to have for her birthday. 'I'd like to be six again', she replied, still looking in the mirror. On the morning of her Birthday, he arose early, made her a nice big bowl of Lucky Charms, and then took her to Six Flags theme park. What a day! He put her on every ride in the park; the Death Slide, the Wall of Fear, the Screaming Roller Coaster, everything there was.

Five hours later they staggered out of the theme park. Her head was reeling and her stomach felt upside down. He then took her to a McDonald's where he ordered her a Happy Meal with extra fries and a chocolate shake. Then it was off to a movie, popcorn, a soda pop, and her favorite candy, M&M's. What a fabulous adventure! Finally she wobbled home with her husband and collapsed into bed exhausted. He leaned over his wife with a big smile and lovingly asked, 'Well dear, what was it like being six again?'

Her eyes slowly opened and her expression suddenly changed. 'I meant my dress size, you retard!!!!'

ha ha ha ha ha ha.....

*It's what you learn after you know it all that counts.*

*- Harry S. Truman*

## WLC BHUBANESWAR .... A FEAT IN THE HEAT !!!!

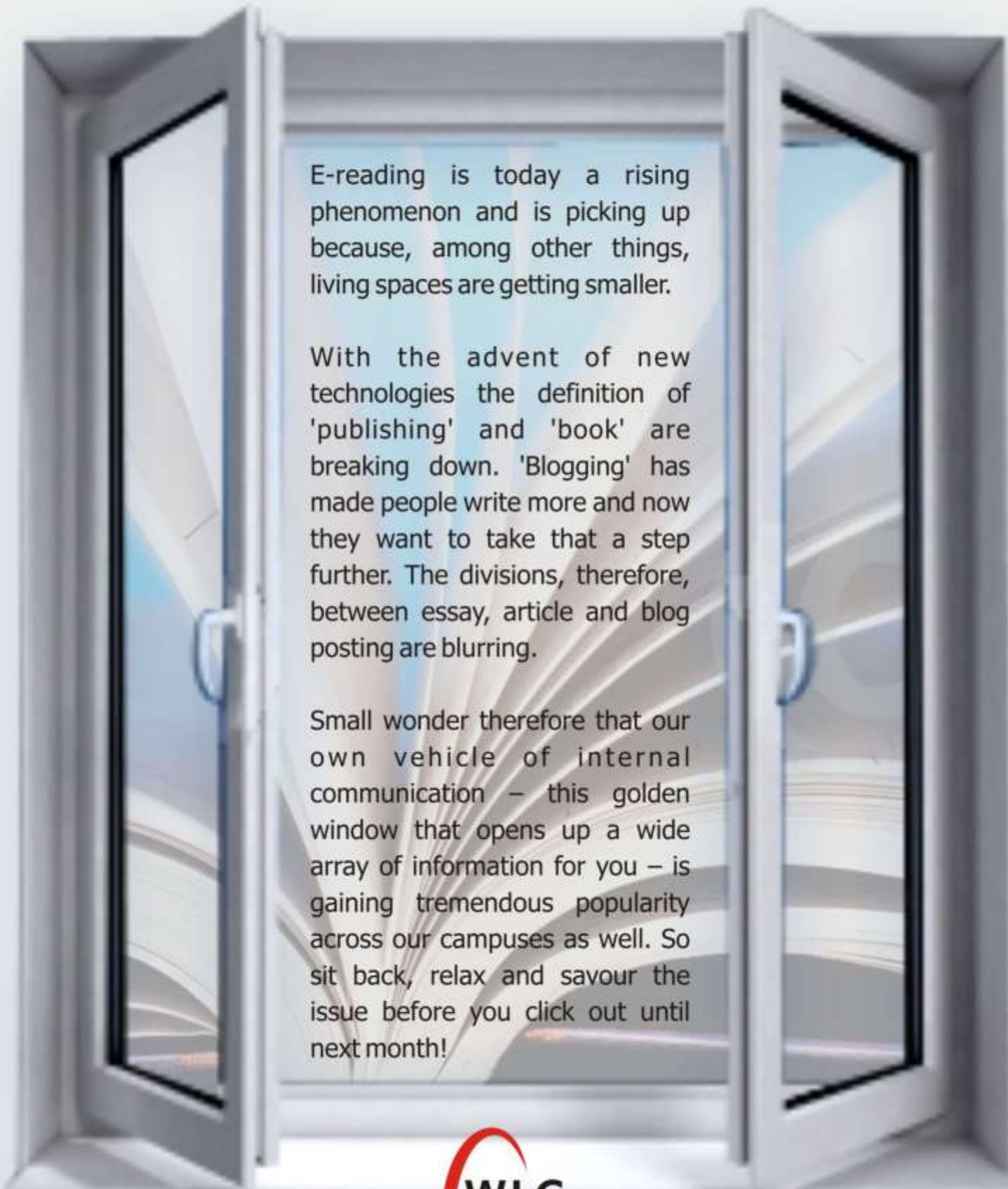
The student services team of WLC, Bhubaneswar Campus lead by Ms Seemii Omair, GM Marketing, through its dedicated outstation activities has been successful in achieving 7 registrations in 3 consecutive days. What a Commendable **HATRICK!!!!**

**Keep up the motivated efforts and congratulations!!**





# MESSAGE FROM THE EDITORIAL BOARD...



E-reading is today a rising phenomenon and is picking up because, among other things, living spaces are getting smaller.

With the advent of new technologies the definition of 'publishing' and 'book' are breaking down. 'Blogging' has made people write more and now they want to take that a step further. The divisions, therefore, between essay, article and blog posting are blurring.

Small wonder therefore that our own vehicle of internal communication – this golden window that opens up a wide array of information for you – is gaining tremendous popularity across our campuses as well. So sit back, relax and savour the issue before you click out until next month!



**WLC College India**  
A Bridge to Your Future

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