

FROM
THE
EDITOR'S DESK



Dear Friends,

We hope this edition of Buzz will be as special to you as it is to us. We have contributions from WLCI's alumni, with one on the 'Interview tips'. We are confident that each one of you will go through it to make your interview a successful experience.

Also, with winters setting in, take extra care of your health and enjoy to the fullest special flavors of this season.

Keep participating!
TPS Arora

READER'S CONTRIBUTION

Interview tips from the expert!



Sachin Mohan,
WLCI, PGDBM
2004.
Now Business
Analyst at Bekaert

Whenever you go for an interview, do a lot of **research work** on the company. In the research work focus on the following:

- Revenue growth trend
- EBITDA growth trend
- Understand their strategy (SEC filings, or news, or their annual report is good source)
- Understand their end user industry growth rate
- Focus on their competitors

Apply learning from classes - that is where WLCI is unique, 'PRACTICAL LEARNING'. Relate your strength as mentioned in CV, to the vision and strategy of the company. The interview should give the impression that you are well suited for the job, and that you have the necessary background to suit company objective. Overall this will create a positive atmosphere and the discussion will be fruitful.

BUZZ EVENTS

Team Mumbai paints the wall to support a city based NGO

~ Doing things differently is intrinsic at WLCI! ~

Recently, students of WLCI (Mumbai campus) showcased their creativity & talent by participating in a one-day Wall Painting Project, organized by URBZ - a city-based NGO working towards the cause of beautifying Mumbai.

The students were well guided by the faculty Thrity Dadabhoy and famous Fashion Designer James Ferreira for the whole exercise. The students beautifully painted a wall (7ft x 12feet) in Khotachi Wadi which has been declared as a heritage enclave.

Hats off to WLCI Mumbai campus & URBZ!



PAINTING FOR A CAUSE...



Pune Campus celebrated its environment friendly initiative 'Go Green'



WLCI Pune in association with Pune Municipal Corporation (PMC) and Jal Biradari organized an environmental documentary film festival 'Go Green' at Yashwantrao Chavan Natya Gruha Kothrud, Pune on the 9th and 10th of November 2009.

The occasion was inaugurated by Magsaysay

award winner and the founder of Jal Biradari, Dr. Rajendra Singh.

Great initiative by team Pune!



Time to see WLCI's own Yuvraj, Dhoni and Sachin!

A cricket match was held between PCL-1 & ACL-1 students of Chandigarh Campus on 13th Nov'09 at Punjab University's sports stadium. The match was conducted by the Academics team under the guidance of Col. Katoch. Apart from a fantastic fun time, the match gave students key lessons in team orientation, integrity, time management & team spirit amongst many others.



Nasik teams help converting garbage into solid foundations



Nasik campus students have taken an initiative similar to 'Go Green'. The team recently participated in a unique project – **Solid Waste Management** – started in the year 2001 in India by Nasik Municipal Corporation. This plant helps in reducing global warming by converting garbage wastes into manure & electricity generation. The rejection from manure wastes is further used for the preparation of Bricks.



Welcoming the Fresher's continues at Jaipur, Hubli, Chennai, Goa and Bhubaneswar Campus

Hubli: Orientation Day at Hubli Campus on 21st Oct'09

Bhubaneswar: At the Bhubaneswar Campus on 23rd Oct'09

Jaipur: At the Kanchan Kesari Resort on 31st Oct'09

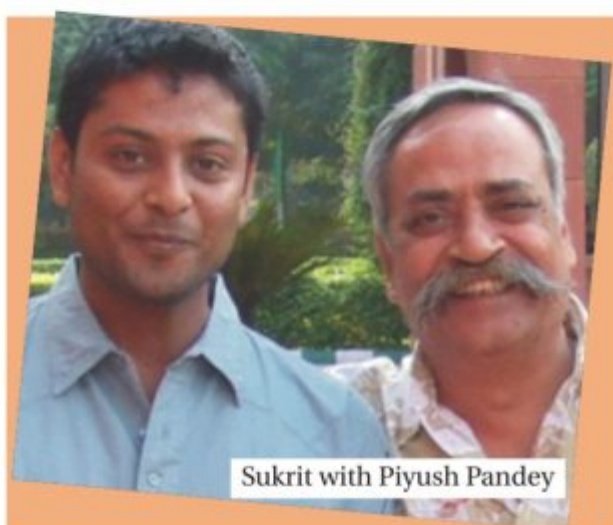
Chennai: At Blue Lagoon Resort on 14th Nov' 09

Goa: At the Goa Campus on 21st Nov'09





PRECIOUS MOMENTS



AN UNFORGETTABLE EXPERIENCE

In the Words Of Sukrit Garg
(WLCI Delhi Student)

It was on 19th October 2009 at Agra. Max New York Life Insurance Company Ltd had organized an event to unveil their newly launched insurance policy- 'MAX VIJAY'.

I had an extreme pleasure being there as a part of the event with the two legends of India (Amitabh Bachchan & Piyush Pandey, Executive Chairman and national creative director of Ogilvy for India and South Asia.)

As a special blessing I got a chance to spend time with Mr. Piyush Pandey, a true role model for all those aspiring to join the 'creative industry'.

BUZZ



Ankur Vishnav & Waseem Mouhammad Khan (ACL-1, WLCI Jaipur) were awarded "Superheroes of the month" at Regional Level in their Traineeship at Edelweiss Securities Ltd.

Deepak Roy (PCL-I, Finance, WLCI Noida) was appreciated at his company SPA Capital for generating a business of **Rs. 1 lakh** (given a single case of Rs 92000/-).

Rajendra Singh Jodha (PCL-1, Marketing, WLCI Jaipur) was awarded 'Star of the Quarter' on a National Level at NIIT Uniqua.

BUZZ WORD

Cocooning (noun)

The habit of spending more of your free time at home and less time going out.

Usage: The winter is a time for cocooning and letting the body and soul rejuvenate

WLCI's Fashion School alumnus shines at Wills Lifestyle India Fashion Week, yet again!

Jenjum Gadi & Gaurav, two of the alumnus from WLCI Fashion School make their mark at the Wills Lifestyle India Fashion Week '09, one of the widely acclaimed fashion events in India.

Jenjum has his label by the name of 'Koga' along with her designer partner Jasleen Kochhar. Koga draws influences from varied sensibilities, the Oriental, Indian and Roman and brings it together to create something truly unique and special. Gaurav markets his design by the name of designers- Gaurav & Ritika wherein Ritika is his designer partner.

Designers Jenjum and Jasleen walk the ramp



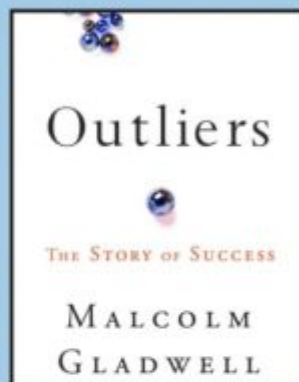
Gaurav and Ritika walk the ramp with other models.



IN THE READING LIST

Outlier is a non-fiction book written by Malcolm Gladwell.

Throughout the publication, Gladwell repeatedly mentions the "10,000-Hour Rule", claiming that the key to success in any field is, to a large extent, a matter of practicing a specific task for a total of around 10,000 hours.



BUZZ QUOTE

Knowing is not enough;
we must apply.

Willing is not enough;
we must do.

BUZZ TEAM

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