

Dr. V. N. Bedekar Memorial
Research Volume III
2008

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**Dr. VN BRIMS Publication
2008**



Vidya Prasarak Mandal's
Dr. V. N. Bedekar Institute of Management Studies, Thane

* Resigned w.e.f. from 26th July, 2008

Dr. V. N. Bedekar Memorial Research Volume III

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Published by:

Vidya Prasarak Mandal, Thane

Dr. V.N. Bedekar Institute of Management Studies (Dr. VN BRIMS)

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For Private Circulation Only

Printed by:

Perfect Prints

22/23, Jyoti Industrial Estate

Nooribaba Darga Road, Thane 400601, India

Tel.: 2534 1291/2541 3546

Email: perfectprints@gmail.com

Dr. V.N. BEDEKAR - A VISIONARY



Dr. V.N. Bedekar

'A Leader's job is to look into future, and to see the organisation not as it is ... but as it can become'

कर्मजं बुद्धियुक्ता हि फलं त्यक्त्वा मनीषिणः।
जन्मबन्धविनिर्मुक्ताः पदं गच्छन्त्यनामयम्॥

भगवद् गीता - २.५१

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Research Volume III
2008



FROM THE MANAGEMENT

We are pleased to present the Dr. V.N. Bedekar Research Memorial Volume – III. This research volume is an ad-mixture of inputs viz.

SECTION – 1 - Proceedings of the Seminar held on 23th February, 2008, on an all important theme - Vision 2050 – India A Super Economic Power. A prelude to section 1 appears on page 02;

SECTION – 2 - A series of articles – seven in number, with a prelude, appear on page 72 to 110;

SECTION – 3 - A brief on the theme, ‘Consolidation - The New Business Mantra’, for a seminar scheduled for 14th February, 2009, (Page 112-116) Incidentally, a Workshop on the same theme was held on Saturday, 25th October, 2008 which saw several, excellent, presentations by guest speakers – Dr. Vishnu Kanhere on ‘Consolidation’ and Mr. Ramesh Lakshman on ‘World Financial Crises’. A separate publication, on the proceedings of the Workshop, is in the pipeline; and

SECTION – 4 - which includes articles received on a variety of topics like ‘Debate on India in 2050’ by Dr. P.S. Deodhar, a prize winning article of Ms. Anupriya Jain, MMS First Year, First Semester (Batch 2007-09) on “Effects of Media on Present Generation” and “The Importance of Learning Foreign Language in New Millennium” followed by students’ contributions – article / presentation.(Page 118-145)

This volume is spread over 160 pages and has been compiled, keeping in mind the need to present a cross section of ideas, thoughts and views of personalities from different walks of life – industry, academia and last but not the least the student World.

Dr. V.N.Bedekar Research Memorial Volume continues to be a platform for various stakeholders, at Dr. V.N.BRIMS in particular and society at large, to make useful contributions on relevant themes. We will continue this process as part of our positioning Dr. V.N.BRIMS and VPM’s (Thane) Group of Institutions as learning organizations, of a knowledge society, where India is a knowledge superpower and a source of inspiration to the rest of the World. In fact, a Planning Commission (Government of India) document of June, 2001, titled - ‘India as Knowledge Superpower - Strategy for Transformation’ identifies the role of knowledge society from India’s perspective as follows:-

1. It uses knowledge through all its constituents and endeavours to empower and enrich its people.
2. It uses knowledge as a powerful tool to drive societal transformation.
3. It is a learning society committed to innovation.
4. It has the capacity to generate, absorb, disseminate and protect knowledge and also use it to create economic wealth and social good for all its constituents.
5. It enlightens its people to take an integrated view of life as a fusion of mind, body and spirit.

VPM (Thane) Group of Institutions would stand by the above shibboleths.

We hope that the above objectives of a knowledge society will continue to be the guiding spirit of contributions to the Dr. V.N. Bedekar Research Volumes of the future. We look forward to be an important player in the global knowledge economy, with multiple connectivities and management structures and its learning processes with a view to sub-serve the above shibboleths.

We hope this volume will meet the requirements of all stakeholders.

Dr. Vijay V. Bedekar

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Every stakeholder says
Quality is Productivity, Productivity is Quality

Every member of VNBRIMS fraternity,

Is obsessed with quality
To continuously improve all round productivity

Every member of VNBRIMS fraternity
Is obsessed with nitty gritty to reach new levels of quality
To continuously improve all round productivity

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Is conscious of teaching, research and administration quality
To continuously improve all round productivity

Every member of student fraternity
Is guided by quality in every activity
To continuously improve all round productivity

Every member of the Managing Trustees is obsessed with quality
Deftly leading every activity
To continuously improve all round productivity

Every member of VNBRIMS is committed to
excellence, innovativeness and creativity
To continuously improve all round productivity

VNBRIMS is a role model says Narayana Murthy
VNBRIMS vows by Quality
To continuously improve all round productivity

- **Dr. Guruprasad Murthy**
Director General, Dr. V.N. BRIMS

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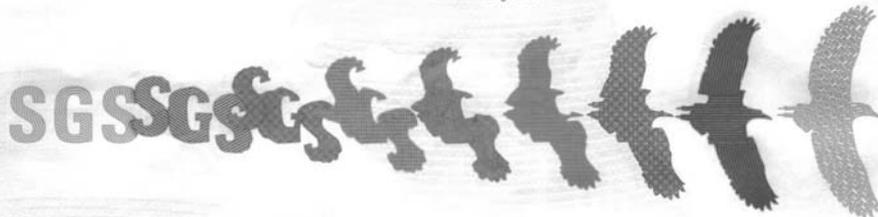
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