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While the present global economic conditions are a sign of uncertain future in the realm of jobs, one cannot dismiss India's potential to become the centrestage of equating global demand and supply in the future, owing to its rudite, young manpower. To discuss a remedy for the distressing economic situation, and elucidate on the continuing importance of an MBA in these times, *Education Times*, in association with Unitedworld School of Business and T.I.M.E, conceptualised a platform, wherein an august group of professionals let their pinions be heard. The event in question was "The Magic of MBA" held on December 3 at the St Xavier's auditorium.

Magic of MBA

Initiating the discussion was Ulhas Vairagkar, director, T.I.M.E, who elucidated on the importance of capacity expansion and building in today's competitive world. "While prices may rise and fall, the value of good education remains untarnished and undisputed," said Vairagkar. He further urged MBA aspirants to abandon a short-term outlook as he felt, "in the long run, we can benefit only if we plan long term. Hence, there needs to be a conscious shift towards building the long term skills of a student,

leading to qualitative, rather than quantitative appreciation for a worker."

Partho Ghosh, chairman, Intersoft, Tokyo, spoke about the paradigmatic changes witnessed by the economic scenario in the East. "Due to an uber-devel-



Speakers at the seminar organised by Education Times in association with Unitedworld School of Business and T.I.M.E

opment of technology among the Asian nations, due to clash of perspectives of energy and ecology and due to a shift from a short-term outlook to a long-term one, innovation has become the key to finding a

stronghold in the volatile market." He stressed on the need to design products for the bottom of the demographic pyramid rather than for the apex. Rahul Roy, founder and chief technology officer, American Reprographics Corporation, a company listed on US Stock Exchange and the expressed that there is a dire need to stress on the need to adjust according to common sense and use a common man's approach.

"The questions remain the same, the answers need to change with times," he felt. He focused on the need to master the three Ps- perseverance, professionalism and persuasiveness. Finally, Prafulla Agnihotri, professor, marketing and chairman, career development and placements, IIM Calcutta, dispelled many myths about MBA colleges. "An MBA college is not a placement cell.

Fat salaries are a myth in these recessive times. In order to be on the top, one needs to think out of the box," felt Agnihotri. Following the panel discussion, Rahul Reddy, director, T.I.M.E Kolkata, shared with the audience and students a few tips on how to succeed in GDs/Pis. Sharing podium with him was Tridibesh Banerjee, dean of studies, Unitedworld School of Business.

Forget the Recession ...

I am equipping myself to
catch the next boom."

