

# Magic of Love

Amit Kr. Shrivastava

Common people 'fall in love'  
Because their love is  
Based on animality.

Great people 'rise in love'  
Because their love is  
Based on humanity.

Enlightened people dive deep  
In the ocean of Love  
Because their love is  
Based on divinity.

## On 8<sup>th</sup> Feb

Kanika Thusoo

We, at Amplify had organized a debate competition, PGDITM vs. PGDTM. The topic for the day was Made In India vs. Made In China. PGDITM was in favour of Made In China whereas PGDTM was in favour of Made In India. The honourable judges were Joy Basu, Utpal Mazumder, Dilip Thosar, Vijay Kaushik and Patrick David. The event was organized by students guided by VJ Gomes and Prashant Hinduja.

The agenda behind the event was to analyze and compare the economy, infrastructure and standard of living of respective countries, which among the two is best.

In the final declaration, the discussion was in favour of PGDITM, with respect to the strong points put forth. The points comprised of GDP, infrastructure levels of china in contrast with India.

At last, the day ended with a short message delivered by Joy Basu and Prize Distribution ceremony.

# Where are the people

Gurmeet Singh

The HR function gets its due recognition as a critical element for growth as companies across industries face a run on talent.

HR has today become strategic, because capital is now an easily available commodity, but people are not so. The only constraint to growth is people and that is a new problem for Indian companies

Infosys hired more than 25,000 people during 2006 & growth was dependent on these people, not on financial innovations.

In a growth economy, fast growing companies have realized that they not only had to attract to recruit good talent, but they need to build a social architecture that allows these employees to achieve their goals within the company.

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## .....Fear of Examination

My suggestion to all of you is to remain committed to the cause for which you have come and joined Amplify and feel proud to be part of team Amplify and make your peers, friends, colleagues and parents proud. Which will in turn improve your self esteem and you will be ready to face any exam or any challenge of life without any fear, tension and you will come out a winner in your life. So remove fear and BE A WINNER.

My heartiest congratulations to your team for publishing THE HORIZON

# Experience with Amplify

Punchi Mahtani



Working at Amplify Mindware Ltd with students of Bsc, Msc, PGDITM and PGDTM has been a huge learning experience for me.

Each session with students from all batches leaves me invigorated and eager to share more with them. The response, interaction and zeal within the students to attend my class are quite incredible. I have seen an enormous growth in them, and so much potential. I truly believe my students are gems – all of us trainers and faculty need just to connect and find that glow so that our students sparkle, shine and reclaim their brilliance!!

# Loneliness

Pratibha Kerai

Light is dark and one,  
It's song is un-sung  
It's own fate it has sealed  
The wounds it bears has never healed.

Walk alone does he,  
Perhaps he's a lot like me  
Blinded by confusion and frustration  
For it never sees the light before night sets

It carries on with eyes wide shut,  
In a mindless rest.  
Feeling rotten to the core,  
Waiting for the day, when it's pain is no more.

# Mapping success through GIS

Anand Bansal

Long gone are the days when it."

GIS (Geographic Information System) could be considered just a mapping technology, confined to the domain of geographers. Now, the gap between GIS and Information Technology (IT) is narrowing each day. GIS is no more merely used in mapping surface of the Earth. It has shaken off this image in most developed countries and is now being used in other disparate areas. Doctors are using this technology for tracking the flow of chemicals in the body; they call this system Body GIS. Business and retail stores are using GIS is what they call Business Geographies. Japanese Railways use GIS for detecting faults in railway tracks. The list is endless.

GIS technology is so versatile that it has attracted all major IT companies. Microsoft and Google have made an entry into it, not to mention other giants, such as Oracle, Reliance, Satyam. The day is not too far when GIS will be the front end of all IT applications, no matter which area you are in. As 'Father' of GIS, Jack Dangermond said, "The use of GIS is only limited to the imagination of the person using

The biggest advantage of this technology is that while it uses advanced statistical techniques to analyze data, it considers the nth dimension – what we call the space dimension – and represents all the results on a graphic interface on a map. One will agree that trends and pattern never become evident from tabulated data. But when the results are represented on maps, it brings out hidden pattern not apparent in tables and charts. Major Projects, such as analysis of Flooding patterns, erection of Electric and Telephone Towers, survey of feasible areas of Dam Construction and the results of construction, managing markets and business, detection of crime and solving logistic problems, all fall in the domain of GIS. There are some institutions that offer GIS courses, but they are primarily based on software training and are limited to mapping and digitization, the most basic and preliminary form of GIS. Understand the opportunities and tap this wonderful career opportunity.

## “DO YOU KNOW YOUR BODY CABINET ...?”

Gaurav Gusain

BRAIN :- Prime Minister  
NOSE :- Health Minister  
LUNGS :- Home Minister  
HEART :- Foreign Minister  
HANDS :- Industrial Minister  
LEGS :- Transport Minister  
HEAD :- Education Minister  
TEETH :- Civil Supplied Minister  
STOMACH :- Food and Agriculture Minister  
MOUTH :- Information & Broadcasting Minister

# CTRL+ALT+DEL

Bhanu Sharma



Have you thought of the person who invented "CTRL + ALT + DEL" key combination.

"David Bradley" He is the one who spent 1 minute and 23 seconds in writing the source code that rescues the world's PC users for decades. This extraordinary IBM employee retired on Friday, 25<sup>th</sup> March 2005 after a prolonged service of 29 years. His formula forces obstinate computers to restart when they no longer follow other commands.

By 1980, Bradley was one of 12

people working to create the debut. The engineers knew they had to design a simple way to restart the computer when it fails to respond to the user. Bradley wrote the code to make it work. Bradley says, "I did a lot of things before CTRL + ALT + DEL, but I'm famous for that one. His fame and success is achieved each time a PC user fails. He cemented his relationship with Bill Gates by saying "I may have invented it, but Bill Gates made it famous by applying my formula when ever any Microsoft's Windows operating system made by him CRASHES, thus I win when ever he loses....."

# CONFIRM



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# The Peter Principle

[An insight based on the book by Laurence Peter - The Peter Principle. London: Souvenir Press, 1994]

**Heard of this Book?** The book is one of the most enduring books to take a cynical view of management. It is a humorous book that sets the tone for later works like **The Dilbert Principle**.

In a hierarchy, every employee tends to rise to his or her level of incompetence. There are no exceptions to the Peter Principle. In time, every post tends to be occupied by an employee who is incompetent to carry out his duties. If at first you don't succeed, you may be at your level of incompetence. There are two kinds of failures: those who thought and never did, and those who did and never thought. There are two sorts of losers - the good loser, and the other one who can't act.

**Riding a level of incompetence:** In a hierarchy every employee tends to rise to his level of incompetence.

A position of incompetence is the apotheosis of a corporate career - or, indeed, any career in any profession in which there is a hierarchy.

**There are no exceptions to the Peter Principle.**

**Finding a level of incompetence:** For each individual, for you, for me, the final promotion is from a level of competence to a level of incompetence. So, given enough time-and assuming the existence of enough ranks in the hierarchy - each employee rises to, and remains at, his level of incompetence.

In time, every post tends to be occupied by an employee who is incompetent to carry out his duties.

**Dealing With failure:** If at first you don't succeed, you may be at your level of incompetence.

If you don't know where you are going, you will probably end up somewhere else.

An economist is an expert who will know tomorrow why the things he predicted yesterday didn't happen.

Human inadequacy is universal, as is the human capacity to build vacuous power structures. In our supposedly leaner and fitter times, there are still hierarchies aplenty. The difference is, perhaps, that we have simply become more adept at disguising them.

There are two kinds of failures: those who thought and never did, and those who did and never thought.

There are two sorts of losers - the good loser, and the other one who can't act. Fortune knocks once, but misfortune has much more patience.

**Computerized incompetence:** Computerized incompetence is the in-competent application of computer techniques or the inherent incompetence of a computer.

**Context:** Cynicism about the way businesses and managers operate is nothing new. For example, **The Dilbert Principle** is simply an accurate and amusing portrayal of corporate cynicism, 1990s-style.

From **Murphy's Law** to **Parkinson's Law**, from **Pudd'nhead Wilson** to **Stanley Bing**, a steady infusion of comic skepticism has been injected into the corporate canon.

**The Peter Principle** is perhaps the most end-during, cynical classic.

The book carries many echoes of that other humorous classic of the 1960s, **Catch-22**.

**The Peter Principle** remains a poignant antidote to the blind optimism and sugary reality of most business books. It is a re-minder that corporate reality is not usually about grand designs and great decisions. It is more mundane and frustrating. Too mundane and too frustrating to be taken seriously.

**Dilbert** creator **Scott Adams** commented, "Now, apparently, the incompetent workers are promoted directly to management with-out ever passing through the temporary competence stage. When one enters the workforce today, **The Peter Principle** describes management pretty well. **Now I think we'd all like to return to those Golden Years when you had a boss who was once good at something.**"

The book remains relevant today. When **Peter** refers to codophilia (defined as speak-ing in letters and numbers instead of words), he could be talking of today's consultants.

**Microsoft's Bill Gates** echoes **Peter** saying, "The art of management is to promote people without making them managers".

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## .....99 Club

When the servant saw the bag, he took it into his house. When he opened the bag, he let out a great shout of joy... So many gold coins!

He began to count them. After several counts, he was at last convinced that there were 99 coins. He wondered, "What could've happened to that last gold coin? Surely, no one would leave 99 coins!" He looked everywhere he could, but that final coin was elusive.

Finally, exhausted, he decided that he was going to have to work harder than ever to earn that gold coin and complete his collection. From that day, the servant's life was changed. He was overworked, horribly grumpy, and castigated his family for not helping him make that 100th gold coin. He stopped singing while he worked. Witnessing this drastic transformation, the King was puzzled. When he sought his advisor's help,

the advisor said, "Your Majesty, the servant has now officially joined The 99 Club."

He continued, "The 99 Club is a name given to those people who have enough to be happy but are never contented, because they're always yearning and striving for that extra 1 telling themselves: "Let me get that one final thing and then I will be happy for life." We can be happy, even with very little in our lives, but the minute we're given something bigger and better, we want even more! We lose our sleep, our happiness, we hurt the people around us; all these as a price for our growing needs and desires. That's what joining The 99 Club is all about."