

Dada Says....If you wait for the right time to come, it will never come. Begin where you are and with what you have.

SVIMS NEWROOM

August has been a month when the corridors of SVIMS are abuzz with excitement and activities. With the new batch joining in, an elaborate and extensive orientation program was held.

A full day workshop on CAMPUS TO CORPORATE was conducted by Col Pawah on 16th Aug 2016.

A motivational session on DNA OF SUCCESS was held by renowned laparoscopic surgeon, Guinness world record holder, powerful motivational speaker and founder – Director of Women’s Hospital, Dr Rakesh Sinha.

The orientation program concluded with life transforming four day session taken by Dr Rajesh Tavkarr, PhD, Leadership Coach, and Pyschiotherapist on ‘REDISCOVERING HAPPINESS’.



LOL... Employer: For this job we want a responsible man.

Applicant: Then you got the right man in me. Wherever I worked, if anything went wrong, they said I was responsible.



Employees as internal customers

There can be little argument against the fact that employees are a key stakeholder group for any organisation. Academic literature and practitioner opinion from a wide variety of disciplines support this viewpoint. Many times it is considered that only HR department is responsible for satisfied, happy and productive workers.

But realisation has set in that this responsibility has to be shared by all departments as day to day interactions are frequent with immediate bosses as compared to HR department. Even hardcore marketers know that Employee delight precedes Customer delight. Marketing Guru, Kotler defines internal marketing as ‘the task of successfully hiring, training and motivating able employees to serve the customer well’. In particular, the term ‘internal marketing’ has attained considerable prominence among both marketing practitioners and researchers over the past ten years. The thinking underlying internal marketing is that employees are viewed as internal customers and jobs as internal products. Job products must attract, develop and motivate employees, thereby satisfying the needs and wants of these internal customers while addressing the overall objectives of the organisation. Many large organisations these days have structured their internal marketing departments.

We welcome your feedback, suggestions as well as contributions at svimsconnect@gmail.com