

## highlights of this issue

- Sangita Zaparde underlines the keys to effective project management.
- Mohua Miriam De discusses the need of counselling in the corporate world.
- Avinash Murkute lists down the essential components of a proposal.



## industry champion

Sangita Zaparde



*Sangita Zaparde, PMP® has been working in the software engineering discipline comprising solution architecture and project management in web technologies. She has over 12 years of industry experience in project management, conceptualization of solutions, software architecture, design and development. She has a keen interest in learning new technologies. She is working with SpadeWorx Software Services, Pune. She is a member of Project Management Institute, and a volunteer of PMI Pune – Deccan India Chapter.*

### EFFECTIVE PROJECT MANAGEMENT

Selecting best project delivering methodologies for your project is critical and challenging. Successful projects are the outcome of not only efficient project management but also visionary leadership. Project managers need to do more than just the project coordination and management. Lead by example is the key:

**Rapid decision making:** Be prepared for the unexpected and the unknown, gather more ideas that will lead to better ways of doing things, and prioritize them effectively. Reach decision by consensus, accelerate the decision making process and yet maintain quality and productivity. Use VSAFE process to make decision quickly.



**Delegate effectively:** Increase your time by choosing a capable person to delegate, entrust and show faith in chosen delegate. Ensure to provide enough support and back-up to every delegate. Develop healthy relationships with the delegate. Monitor and encourage the delegate, be positive while reviewing and expect to hear good news.

**Dealing with stress:** Stress affects organizations as well as individuals within them, leading to financial and personal problems. Ask yourself if other people find you stressful to work with. Try to anticipate corporate change by constantly upgrading your skills. Bring more value to your work, Identify whom you can work with to adapt to change.

**Winning customer:** Emphasize the benefits to the customer of what you provide, and take their individual needs and lifestyles into account when making changes. Promote a "customer-first" attitude by encouraging others to focus on customer needs and recognize the importance of the market.

**Delivery satisfaction:** Ensure quality of the products or services you provide meets your customer's expectations.

Look for a balance between

1. Performance - What your product and services do for the customer
2. Price - Customer's view on the cost they have to pay
3. Timescale - How quickly they would like product or services to be delivered

## the editor's column

*The year 2008 has been a year of emotional and economical distress, recession and terrorism has struck each one of us. May the dawn of the New Year bring a hope for a prosperous and promising year ahead. In this spirit I take this opportunity to introduce a new section in Atyaasaa - Knowledge beans, "The Vital Requisite..." this section will discuss issues which are the need of the hour, the most relevant to the industry. This month, this section talks about the importance of counselling.*

*The industry champion discusses the keys to effective Project Management and alongside read about the ingredients of an effective proposal in continuation to the article published in the December issue'08.*



Neha Arora

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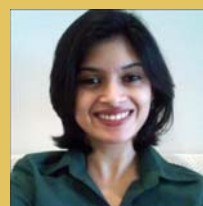
*Neha Arora is a young, pro-active, and energetic individual, with a passion for Human Resource Management & Training. She comes with a clear focus on managing HR interventions as a career. She has worked on multiple key projects in training and consulting areas over a period of time in Atyaasaa.*

## vital requisite

Mohua Miriam De

### THE EXIGENCY OF COUNSELLING IN THE CORPORATE WORLD

*In today's fast-paced corporate world, people are forced to deliver, to pool in their every resource, be efficient and ahead in the race. With ideas, products and companies pitched against each other, the demands on each person is more than ever before. The question that arises in the midst of this to me is - are employees being able to cope, not to mention manage and balance their various roles effectively?*



*Mohua Miriam De is a psychologist and counsellor. She has done her masters in Clinical psychology from Bangalore University and has worked as a counsellor in the corporate setup. She has worked with clients on both personal and work related issues. She is currently looking into the various dynamics of Human Resource management through a psychological perspective.*

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# vital requisite

Mohua Miriam De

*My experience in corporate counselling tells me that most people do brave the rocky path but stumble, fall and even get hurt somewhere in their endeavors. Employees face stress and anxiety arising out of various issues like managing deadlines, meeting targets, lack of time to fulfill personal and family commitments, or even personal impediments they are battling in themselves. And this hampers the productivity and capabilities of the person, thus affecting the whole system. In India, precious few organizations have begun to realize the importance of having a stress-free yet motivated and capable workforce. Some companies have integrated counselling services in their organizations and are making it a part of their culture but they are still a minority.*

*Counselling is new to people and often raises doubts about how it works. If an individual is overwhelmed or incapacitated in some way, hampering their work, a neutral and objective person, with professional experience in helping resolve varied issues could actually help. Quite often, employees carry personal, emotional baggage to their workplaces, which in turn affects their performance adversely. A counsellor would then strike a comfort level with the employees and even incorporate counselling sessions involving their families, if need be, to help resolve their problems and get them back on their toes. And this is just a peek into its vast scope.*

*Through counselling, we provide help and support to the employees to face and sail through the difficult times in life. Counselling merely allows us to reach out to individuals and guide, support, and more importantly equip them to resolve their problems whenever the need arises. Counselling helps the employees share and look at their problems from a new perspective, and help face and deal with the problems in a better way. Counselling is a catalyst to self empowerment and emotional wellness.*

space for everyone

Avinash Murkute

## the art and science of proposal writing

*Avinash Murkute, is an effective manager with more than 13 years of experience in Advertising, Back Office, Branding, Business Development, Client Relations and Content Development.*



**Our understanding of the problem:** Restate the problem, as you have understood it, how it affects the client and how you can help the client.

**Our approach:** Do not reveal too much unless you are getting paid by the client for writing a proposal. Your ideas can be hijacked or stolen by competitors. You can provide graphical depiction of the solution, scope, time scale, client's responsibilities, training plan, adherence to quality norms, project management, etc.

**Risks anticipated:** Factors like change in specifications, rework or creeping requirements, disputes, acts of God, etc. should be outlined with mitigation plan or corrective action.

**Prior experience:** Use name of previous clients or their logos if you have got permission to use them. Highlight how you are competent and best suited for this job.

**Financial proposal:** Post proposal, you might land up with an invitation for contract negotiation. How ready are you? The payment structure could be time and materials, on completion, value-based, milestone based etc. Bids and tenders are all together different ball game. One must study various

options before writing proposal. One can insert clauses which are more favorable to one's own business. E.g. Mobilization advance, cost escalation reconciliation, cost retention clause by client, etc

**Administrative issues:** This includes billing, taxes, mode and manner of payment, delay payment charges, validity of the proposal and legal jurisdiction in case of disputes.

**Qualifications of key individuals:** Your client might be equally worried as you are about attrition. Inclusion of brief of individuals who will possibly play the roles at the client's place, will add to the client's comfort. This will reassure the client about the competence of proposing entity.

**Appendices:** One can include any reference material that is relevant to the proposal. Few managers consider it good to showcase awards and appreciations.

Finally manager or business manager can run proposal check list before it is dashed to the client. A proposal can be delivered in person, by post or by e-mail. In e- age, proposals are delivered as an e-mail attachment in PDF format. Proposals can be password protected and / or digitally signed. And off course, follow up is required with all proposals till it lights us up.

bean  
statement

*Panic induces decisions which results in instant gratification and long-term pain. Base your decisions on long-term objectives only; if you wish to sail through turbulent times*

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