

# Echon Times

## *ECHON Celebrates It's Family of Employees with a Day of Fun, Films, and Friendship!*

In the buzzing world of ECHON, the buzzword is 'family', not just 'team'. Embracing the vibrant spirit of togetherness, ECHON's management recently rolled out the red carpet for its esteemed family members - the employees - with an exhilarating Movie Show and Game Zone event!

The venue was abuzz with energy, echoing with laughter and filled with an air of jubilant camaraderie. Colleagues transformed into gaming champions and movie aficionados, partaking in an array of friendly competitions. It was a scene straight out of a family reunion, where each member brought their unique flair to the table, strengthening the bonds that make ECHON more than just a workplace.

The highlight of the day was a heartwarming team meet like a big, happy family the essence of ECHON's ethos was palpable - a nurturing environment where professional relationships transcend into familial ties.

This event wasn't just about taking a break from the daily grind. It was a testament to ECHON's unwavering

commitment to its people. In the dynamic ecosystem of ECHON, it's clear that the company values the well-being and happiness of its employees as much as their professional accomplishments.

At ECHON, work isn't just a series of tasks and deadlines. It's a journey shared among people who care, support, and value each other like family. It's a place where every day is an opportunity to grow, not just as professionals but as a close-knit community thriving together.

In the end, the ECHON family left the event with rejuvenated spirits and reinforced bonds, ready to take on new challenges together, proving that in the heart of ECHON, every employee is truly a family.



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As Diwali illuminates our homes, let its light reflect the warmth and joy in our hearts. Together, we've shone brightly this year, and I'm deeply grateful for each one of you. Wishing you and your families a Diwali filled with happiness, health, and prosperity.

**DR. J.K.TAYLIA** FOUNDER | ECHON GROUP

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# Elevating Internship Experiences at ECHON



**Embracing the Essence of Internships**  
At ECHON, the term 'internship' is more than just a formality; it's a cornerstone of professional growth and mutual learning. Unlike the casual approach often seen in the industry, we deeply value the concept and practice of internships. Our commitment to this important phase in a budding professional's career is reflected in our meticulous selection process. We take pride in welcoming interns from a diverse range of esteemed institutions, from the prestigious IIMs to renowned technical colleges.

**"Message from Geetanjali Interns"**  
We, a group of eight interns from Geetanjali Institute, have recently completed our internship at ECHON, a leading global player in their segment. This experience was a rare opportunity for us, as it offered an abundance of learning opportunities. Unlike being

*treated as mere interns or young students, we were privileged to have senior industry leaders as our mentors. They provided us with guidance and not only taught us what and how to do things but also emphasized the importance of understanding the "why" behind our actions. Throughout our internship, we were exposed to various functions, highlighting that success requires a holistic understanding of the entire business landscape, rather than just focusing on our specific roles. We even had the privilege of receiving briefings from subject matter experts outside the organization.*  
ECHON places a significant emphasis on how organizations treat interns, recognizing that this experience can shape the interns' professional lives from campus to corporate. They view this as a form of corporate social responsibility (CSR), valuing each intern as an essential and valuable asset. The

*organization dedicates ample resources to ensure that the interns' first corporate experience is positive, meaningful, and aligns with what we learn in college. The level of care ECHON extends to its interns is evident in the beautifully designed certificates crafted by India's premier advertising agency, as well as the internship letters provided by the HR department. It's clear that ECHON's commitment to nurturing young talent goes beyond a mere company; it embodies a visionary approach. We would like to express our heartfelt gratitude to Chairman Mr. J.K. Taylia for establishing such a world-class organization and to Ms. Naina Bhushan the CHRO, who meticulously curated the entire internship program. Their dedication and commitment have made this internship experience truly exceptional.*

# Cinematic Motivation:

## '12<sup>TH</sup> FAIL' INSPIRES ECHON'S WORKFORCE

At ECHON, employees form not just a team but a close-knit family. The HR department recently initiated an impactful event—a special screening of the movie '12th Fail.' This film features a protagonist who, despite facing the setback of a 12th-grade failure, triumphs over life's challenges. The storyline unfolds the resilience of a character from a modest background, navigating through political interference and corruption, ultimately succeeding in cracking the administrative services exam.

The purpose behind showcasing this movie was to inspire and motivate our employees. By emphasizing the importance of self-motivation, hard work, and persistence,

the film serves as a reminder that setbacks are merely stepping stones to success.

This event, coupled with a lively game zone and a heartwarming lunch, underscores ECHON's dedication to the overall well-being of its employees. It sends a clear message: life's challenges are inevitable, but with determination, continuous effort, and a positive mindset, one can overcome any obstacle. At ECHON, we encourage our employees to relax, stay motivated, and embrace their journey, knowing that success belongs to those who persevere.





# "Enlightened Leadership: Applying Lord Rama's Wisdom to Management"



## Management skills by Lord Rama.

### Clarity in Vision

The goals and objectives and the way he would go about achieving them was very clear. Clarity in vision helped his army to put in their best and fight till they could achieve the vision. Rama making allies with the Sugriv or with Vibishan is also part of his vision and strategy.



## Management skills by Lord Rama.

### Participative leader

Throughout the story of Ramayana, we find Rama being a participative leader. He involves initially his siblings and later on his lieutenants in all his decision-making process. Thus, he creates a positive work atmosphere.



## Management skills by Lord Rama.

### Modest & Humble Leader

Rama was modesty and humbleness personified. Rama has always lived up to his reputation of being a true leader and was able to spread his positive influence around him.



## Management skills by Lord Rama.

### Integrity

we can never find even a single instance where Rama compromised on his integrity even in the most adverse situations. The instances of he giving up the throne to keep his father's is pointers of his deeply ingrained quality of integrity.



## Management skills by Lord Rama.

### Respect for elders and Obedience

Lord Ram's character always teaches us to respect our elders and obey them as they never meant to do wrong with younger. He never disrespectful to his father Shri Dashrath when they asked him to go in exile for 14 years instead of making King, they knew about their Raj-Dharm "प्राण जाए पर वचन न जाये"



## Management skills by Lord Rama.

### Identifying the Potential

Lord Ram understood the powers and capability of Hanuman and the entire Vanar Sena of Sugriv. He encouraged it, motivated the team and got them to complete what is considered as a near impossible task of building a bridge over the ocean. Thus, he was able to delegate responsibilities and choose the right man for the right job.



## Management skills by Lord Rama.

### Meticulous Planner

Throughout Ramayana we get glimpses of Rama's meticulous planning ability – be it from organizing a **search party**, **getting advice from the elders in the team** (like Jambavat), **trusting the young and energetic Hanuman**, to planning the **war strategy**, everything was well planned. Planning is a key skill required of every leader.

