

# GAVS PULSE

Issue 6 | SEPTEMBER 2015

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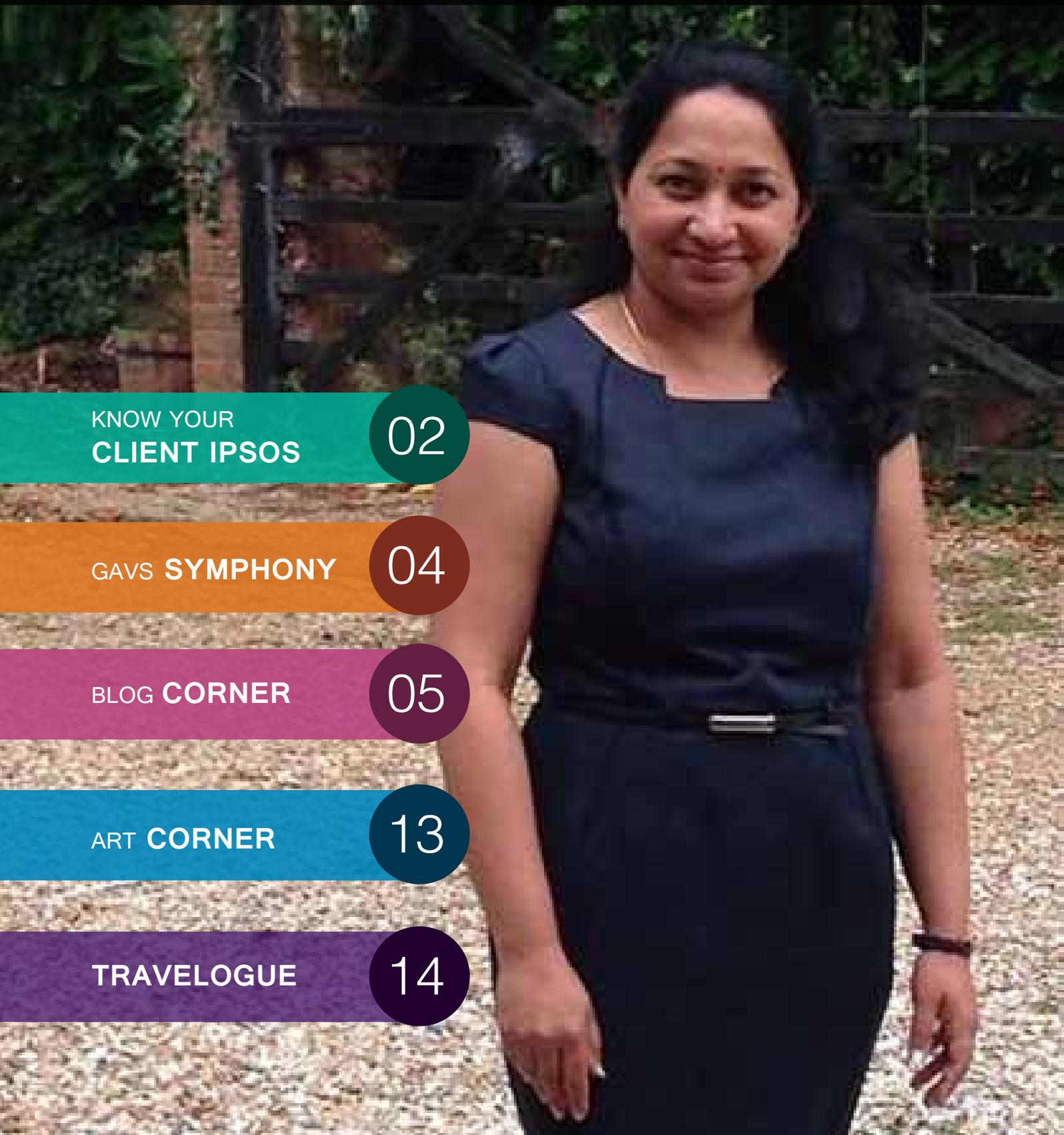
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# Smarter than You!

As part of the IT fraternity, we tend to believe we are up there on the nerd hierarchy, along with the gamers, bloggers to name a few of the new elite, and with it is our self-professed 'smarter than you' titles. We out do others in anticipating digital transition, we love to hear and talk about big data, cloud computing, and we think technology is child's play. We think we know the secrets to everything in life through differential equations and algorithms, and that sums up our unsure hipsterism, and part condescension. 'I am at least one level of dork above him!' we glom on to the label as we believe we are the Meta thing running the database nation.

So, here's the question – with everything that we believe we are, are we psychologically safe to accept a smart peer?

How safe do we feel when there is a brain that ticks that fraction faster, smarter, and easier than ours which might be going through a temporary glitch? The concept of 'smarter than you' is so vague that anyone can build their own subjective case for why they are superior than others, which often hampers a group growth and quality of output.

With all that we are, let's not get too high on ourselves. We are so caught up in stereotypes that we assume wrong things all the time. It is very important to understand and respect everyone; as the saying goes 'treat others as you want to be treated', and that's probably the true test of our intellectual quotient. Importance, recognition and respect, the sweet spot for all personal and professional engagements is valuable to everyone, and when we are caught up in attitudes and behaviors that does not support or accept others, it usually is because we are stuck in our tunnel-vision of 'smarter than him / her', while the rest of the world moves forward. Let us build on our differences, accept and value each other and allow our cognitive diversity to be channeled to large wins.

The underlying camaraderie that was evident from the roaring success of 'GAVS Symphony', Q Fest, Madras Day, to name a few of the recent events had us join hands in true-blue GAVSian passion, let's remember GAVS' pledge to brand our RITE values when we have an errant 'smarter than you' moment.

*"Success is a lousy teacher. It seduces smart people into thinking they can't lose."* – Bill Gates

By Bindu Vijayan



# KNOW YOUR CLIENT - Ipsos



Ipsos is one of the world's leading independent market research companies controlled and managed by research professionals.

Founded in France in 1975, Ipsos has grown into a worldwide research Group with a strong presence in all key markets (87 countries).

Ipsos researchers assess market potential and interpret market trends. They develop and build brands, test advertising and study audience responses to various media and they measure public opinion.

GAVS engagement with Ipsos, started off with a help desk project with 2 resources in September of 2009, and then we slowly penetrated into the application development space around March 2010. By September 2010, the 24/7 application support got initiated to support 35 plus applications by collaborating with multiple geographies - USA, UK, Australia, Germany, Malaysia & Canada.

Our relationship with Ipsos have strengthened over the years and we have enabled the Ipsos IT and business team to achieve their business goals.

Some of their key end customers we supported include Microsoft, Mitsubishi, Kawasaki, Coast Guard, FedEx, USPS, Kaiser, NMMA, Mazda, AVIVA, IAG, Sears, IHG, VA Dental, US Cellular etc.

The dedicated effort put forth by the GAVS team has enabled us to retain our relation even after the big acquisition and merger in Ipsos.

## GAVS service highlights and value add

- The development, maintenance and restyling of Retail Performance application provides analytics in the stores. Radically transformed a store's sales performance by using valuable retail analytics and compiled the complete shopper experience. Also, played a significant role in moving 60+ sites from the existing legacy to the new platform. The application got nominated for the Retail Week's Technology Awards.
- Optimized the data load processing by 70% for Microsoft Telemetry project having terabytes of data
- Developing reporting analytics for Microsoft analyzing various trends such as Bing vs Google, Facebook based on customer usage data
- Migration and validation of applications during the transition of Synovate to Ipsos
- Migration of Kaiser legacy application from Magic/Oracle to .Net and SQL Server
- End-to-End ownership for Mazda for 7 countries supporting 10 languages, maintenance and development of data load processing, web application and reporting
- Delivered 15+ projects developing data consolidation and reporting solutions to their end customer such as Sears, Microsoft DUT, IHG, Kawasaki, Mazda, and Coast Guard
- Achieved 75% First Point Resolution (FPR) rate in the first year from a base of 45% and improved customer satisfaction to 80% from a base of 30%

## APPRECIATION FROM Ipsos

*"I am pleased to share with you the news that demonstrates our work is seen as extremely valuable to clients and our internal teams, and innovative within the industry. Earlier today it was announced by a UK-based industry organization that our client, Mothercare, and Ipsos Retail Performance, were nominated for an award. It is a direct result of your contributions on Staff Review over the past year or so that this was possible."*

*- Bob Ksiazek - Vice President IT*

*"We would not have been able to win this contract (FedEx) if not for the support and quality work that you and your team have put forth over the past 1.5 years."*



*"So a big thank you to the entire team!"  
- Wai Ling –Associate Research Director*

## GAVS Updates

### Q Fest

GAVS had Q-Fest from 3<sup>rd</sup> to 7<sup>th</sup> August. The evenings were fun with videos, quizzes, crosswords, collages, and the host of activities organized by the Quality department with team.



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### G-Store launched



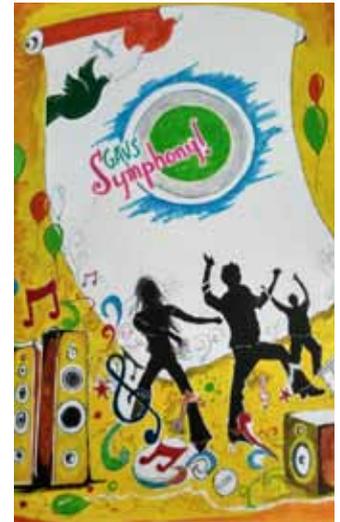
**Gamification brings G-Store and GAVS merchandise into GAVS**

Log on, play hard, earn your points and grab your rewards...There is plenty of svelte merchandise to be earned!

# GAVS SYMPHONY

(THE GRAND GET TOGETHER)

SUSANNE & DHARINI



## GAVS went euphoric

On the Symphony night, we had a great deal of enthusiastic participation from most GAVSians. The dance floor shook with our energetic dancers, the hilarious skits and videos which kept everyone in splits. The evening was loaded with fun and the dinner spread lovely!

**A** Festive Evening with lot of colors, pearls of wisdom from Leaders, tribute to our country (14<sup>th</sup> August being the eve of India's Independence Day), loads of fun, singing, dancing and skit followed by a special dinner with fireworks lighting up the sky! Yes it's GAVS Symphony, the grand get together for GAVSians which was held on 14<sup>th</sup> of August, 2015.

In this article, we bring you a glimpse of the day's celebration to recall and celebrate all over again. The celebration started way before the actual event took place. Floating Tricolor balloons welcomed and heightened the spirit of celebration as we walked into the office.

You could see the child in our GAVSians when they started playing with the balloons.

The event started with lighting of the lamp by Sumit, distinguished guests, and members from our in-house team. Soma Basu, Global Resourcing Head – Fraud & Risk Operation, HSBC and Chairperson for 'Balance' – Gender Diversity for Employee Resource Group, Mala Venkat, Senior Trade Specialist, US Consulate General, Sanjiv Maheshwari, CFO, Basil Partners and **K Purushothaman**, Regional Director, NASSCOM - Tamil Nadu & Keralat were our Guests of Honor for the day.

## Highlights

- Mesmerizing Kathak dance by Surbhi Kumar
- Hindi Patriotic Poem 'Khooni Hastakshar' (Dedicated to Subhas Chandra Bose) recited by Jayati Das
- Energetic and awesome dance performances from the In-house Talent Bazaar Team
- Star performers of the quarter and Star team of the quarter honored by the Chief Guests
- Long service awards for employees who completed five and ten years in GAVS
- Humorous videos featuring GAVSians and Leaders
- Wonderful Skit portraying "Television - our cute Idiot box"
- Melodies from Palani Sankar and Umesh.
- A talk by KaviPriya on her first published book 'I don't wear sunscreen'
- Solo Dance by Ram
- And leaders decided to light up the stage as well - Srini sang a beautiful song, and Suresh looked quite the hero with his cow-boy hat and sunglasses on the dance floor.

Everyone present were spell bound and awed. The roller coaster ride that had everyone laughing, enjoying, contemplating lasted for more than three hours, and will be forever in our minds, hearts.



# BLOG CORNER

## WHAT MATTERS FOR EXCELLENCE?

BY SEKAR THANIGAIMANI



Let us understand the definition and quotes about Excellence.

**Definition:**  
"Excellence is a talent or quality which is unusually good and so surpasses ordinary

standards. It is also an aimed for standard of performance" reference: [www.wikipedia.org](http://www.wikipedia.org)

Quote by Aristotle:

"We are what we repeatedly do. Excellence, then, is not an act, but a habit"

Quote by Confucius: "The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence"

Here is my view; attitude and aptitude are the two drivers that enable an individual to achieve excellence. Let us understand these two drivers in brief before we move forward.

**Attitude:** Way of thinking or Way of behaving. A settled way of thinking or feeling, typically reflected in a person's behavior

**Aptitude:** Skill or ability acquired or natural for learning and proficiency in a specific area or discipline

Positive attitude with lack of aptitude or Negative attitude with Good aptitude will not help the individual to achieve excellence.

Let me illustrate a mathematical example of how an individual would score or achieve with a different state of attitude and aptitude.

1. Positive attitude scores 100 points + Good aptitude scores 100 points = 200 points
2. Positive attitude scores 100 points + Lack of aptitude scores 0 points = 100 points
3. Negative attitude scores -100 + Good aptitude scores 100 points = 0 points

From the above example,

The first example shows that 200 points score is the indicator of excellence wherein an individual with a positive attitude and good aptitude would excel in their profession.

The second example shows 100 points score which is an indication of performance below par in spite of positive attitude but lack of aptitude (skill) which requires suitable training to achieve

the desired result.

The third example shows zero points as a result of negative attitude and good aptitude. It indicates, no matter how good in aptitude if the attitude is negative it is not possible to achieve desired result even below par.

In summary, an individual with a good aptitude and positive attitude will achieve the desired result and excel in their profession.

### I recall some of the quotes

"There can be no positive result from a negative attitude. Think positive, Live positive"

"Genius is nothing but a great aptitude for patience"

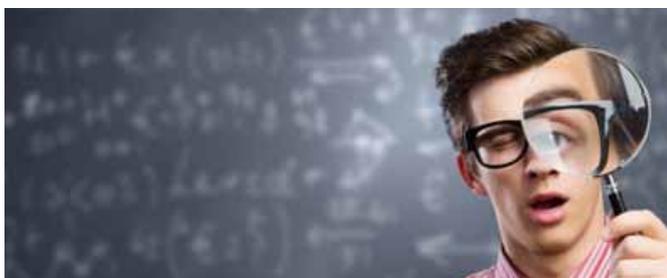
# BLOG CORNER

## CLOUD ANALYTICS AND SMB CRM

BY ABHINAV JAIN

People are cynical about what they see on the Internet. A lot of effort goes into websites to make them more appealing. Adding certain graphics and having a great colour palette can make the difference in website effectiveness. As tastes and fashions change in website design, companies have to keep up.

The same is true for reporting and analytics. Reporting is an integral part of any Customer



Relationship Management (CRM) system. Standard reports are built into every CRM system. Many systems include customizable reporting modules that let business users create their own reports quickly and easily, as well. These are great ways for management at Small and Mid-sized Businesses (SMBs) to track sales and marketing activities.

The current popular topic is analytics. Analytics goes way beyond basic reporting to involve statistical analysis, predictive modelling, and some heavy-duty number crunching. Because of these foundations, many SMB owners and managers think that analytics is beyond their abilities.

Those SMB owners and managers would be correct if not for the continued advancements in cloud services. When all applications had to be installed on a server in the company's own computer room, analytics were beyond the resources of most SMBs. It wasn't that SMBs wouldn't be able to use the insight that analytics provided: it was that small IT departments couldn't install and maintain the analytics software and the business didn't have the staff to perform the necessary analysis.

### Changing Times

Like most things with technology, vendors work to make things easier to use over time. That happened and continues to happen with analytics softwares as well. Today, cloud computing has come of age. It's now common for SMBs to think of the cloud first when they want to do something new. Combining these trends, the market has come up with cloud-based analytics applications. They are easier to use than their earlier counterparts, and they are relatively inexpensive for SMBs to implement.

As with many things, sales departments are often the first to try new things in their ever-present quest to sell more stuff. That means that CRM data are the first to get sent to the cloud for analysis.

### Many Options

Cloud analytics applications are as varied as the number of companies creating them. Every vendor has its own take on the concept. Most recognize that sales and marketing departments are going to be the first users of such cloud services. The software interfaces and terminology are usually designed with them in mind. Here are three common first projects that SMBs do with their CRM data and cloud analytics services.



## BLOG CORNER

### CLOUD ANALYTICS AND SMB CRM



Reference: <http://it.toolbox.com>;  
<http://www.businessnewsdaily.com>

#### Customer Segmentation

Many companies don't maintain a consistent customer classification system. There are many ways to classify customers according to the business' needs, and that's a big part of the problem: SMBs don't have the time to classify all their customers.

Here's where cloud analytics can work fast. With a few tweaks of the software, SMBs generate different segmentation models—models by industry, size, number of orders, orders per month, payment history, and so on. The cloud analytics service can make short work of classifying customers in all the different ways.

#### Customer Value Model

Customers have a different worth to the company. Knowing which customers are the most valuable is necessary to SMBs. Cloud analytics not only tells companies who the most valuable customers are but also which customers aren't living up to their potential and which prospects are most likely to be valuable customers in the future. It can display the percentage as well as the exact numbers of the records falling in the chosen scenario.

#### Customer Churn

Customers never stay forever. Big and/or consumer-oriented companies maintain models warning when customers are about to leave. SMBs can do the same with their CRM database. For example, if customers stop

responding to e-mails, that might be a sign, but what's the threshold to take action? One e-mail ignored? Five e-mails? Maybe it's the increasing length of time it takes for the customer customer to respond? A cloud analytics model shows which customers are likely to leave by analysing CRM history and the current state of contacts in the CRM database, highlighting at-risk customers for immediate attention.

#### Just the Start

These are just a few ideas. SMBs need to begin playing with analytics to get a better handle on what they can do. The CRM system is the best starting point. Any company that plays with analytics quickly find more uses for the information produced by such softwares.

# ENOUGH INNOVATING, DO SUSTAINABLE INNOVATION!

BY KAVIPRIYA MOORTHY

Most companies are looking for innovative candidates and are longing for change-makers to join the company. This brought in room for a lot of thoughts, and

many would assume innovation is just about finding something different or a sparkling idea which is innovative,

so let's have a closer look about it.

Companies these days struggle and pitch in with some innovative thought that might not really workout often, but it is pretty rare. There are many such companies which came up with ideas that are extensive and much better than Facebook, but failed terribly.

What matters is not just innovation, but sustainable innovation which is quite rare these days. It requires enough efforts, and proper business analysis, that might lead to the desired end result. There are companies which pitch in, with lean engineering idea, of just getting back the investment with a particular % of profit, unless and until it gives a whooping amount.

## What it takes to ensure sustainable innovation?

- It takes systematization of the ideas
- Formal ideation
- Proper implementation of documented thoughts
- Enough brainstorm of an idea
- Agile methodology to check consistency



It is a definite challenge these days, to pick the organization and solve a specific problem, along with a proper set of team. It takes a proper team lead, and management to level the control and focus on better innovation. Most importantly, the only requirement is the audience to whom any innovative thought will be projected on.

## Start with empowerment!

Innovation starts with knowledge management, no company ever deals with the same properly. An employee's exit is followed by a clichéd knowledge transfer, but the requirement is the proper documentation of the lessons learnt in the process, the best practices of the moment, without simply reinventing the wheel. Fresh perspectives, creativity, and proper insight of the domain is required to start off with sustainable innovation.

# ENOUGH INNOVATING, DO SUSTAINABLE INNOVATION!



## Next comes the charter!

The criticality of knowledge is well understood, and it is pathetic that knowledge sharing is very poor, all over the world. There are no documentations as such, but what resides within the mind of a technical person, is never brought into light. When it comes to innovation, and the challenges swirling around, then comes the understanding about SME (Subject Matter Expert) in the domain. It takes a collaborating framework, where innovators or those who have good idea to connect and discuss about the context and challenges in it.

## Finally, the required tools and software

Companies don't really invest in software until and unless it is required, but a proper investment on getting the right innovation software, the tools related to it, and the skills required are to

be nurtured. It takes enough aptitude, problem solving skills, and knowledge exchange for a promising sustainable innovation to take place.

There are enough tools and methods, which help in generating ideas to solve any problem as such. These are to be combined with the capabilities of an innovator, which would actually perform the promising sustainable innovation. It is important to seize the opportunities, and this would lead to proper sustainable innovation as a process, which would drive good growth, profits in the market and lets one to stay the leader.

# COFFEE WITH REKHA VENKAT

BY JAYATI DAS

## Coffee with Rekha Venkat

**A** soulful singer, a graceful dancer, a passionate cook, a loving mom, a thinker and a doer,

you thought I am speaking of five different people – no its Rekha Venkat!!!

If I could, I would have named the session 'Bhelpuri, Ice-cream and Samosa with Rekha Venkat'. Why? Her fondest memories are that of her visits to 'Archana Sweets' opposite GRT in T Nagar with her mom and sister, where they would relish ice-cream, samosa and bhelpuri when she was young. I told her that she is just like all those savories put together – in spite of being sweet like the ice cream, she is as spicy as a samosa and as full of everything as the bhelpuri. Read on, to discover this uninterrupted flow of inspiration someone can be, to the world.

Rekha manages the HR Administration at GAVS UK office. Passionate, full of life and so humble, that's Rekha for you. Born and brought up in Chennai she did her BA degree along with an interior designer course and started practicing it while doing her MA degree. She worked as an interior designer till she got married and had to leave Chennai.

Rekha is married to Dr Venkat Subramanian who is a surgeon by profession and they have two sons, Prabhakshavel and Pranavan aged 16 and 13 years respectively. In spite being away from her motherland, Rekha has managed to teach her children to read and write in Tamil. Her sister is a Psychiatric counsellor in the US. Her dad was the HOD in IIT and her mom was a homemaker. She is really inspired by her mother. While she was doing her BA, her mom did her MA along with her! That's something unheard of and shows where the enthusiasm she carries comes from.

She is a trained Bharatanatyam dancer. She

started learning from the age of 5 and also learnt classical carnatic music as a child. She loves to dance. Music soothes and calms her. She is part of a live music band, the '8th Note', they perform at different stages and sing to the preferences and liking of the audience. Although she knows only Tamil and English, she makes efforts to learn and perform in Hindi and Telgu songs too.



## COFFEE WITH REKHA VENKAT

I asked her to tell me five things she can't do without. She was quick to say it's her children and cooking for them, that she loves the most. She owned and ran her own catering service called 'Rekha's cuisine' tagged 'From my home to yours' in New Castles, where she would pick local farm fresh ingredients and make Indian curries from them. She provided a huge variety, right from potatoes curry to chicken to curd rice. She ventured into this because she didn't want to leave her children alone and so worked from home making an entrepreneur out of herself. I have never met someone as unstoppable and passionate as Rekha.

*Returning to the question*, her parents are next in her "can't do without" list. She is very attached to them. Her spouse Dr Subramanian, who supports her in all that she does. Lastly her love and passion for music.

Her mother, who is no more with her, is her greatest inspiration. She has imbibed Rekha and her sister with her positive attitude to face life as it comes.

I asked her what her personal aspirations are.

She said she would like to be a better person and make a difference to the society.

Dr. Venkat is the president of ARTS (Association of Reading Tamil Speaker) and every year they organize Carnivals where ladies prepare homemade food and put stalls and sell the same. The men organize games and events and the amount collected is used for some good cause. This is very close to her heart. She feels energized by this hectic activity, cooking together for a reason and then selling the same food gives her a different high.

They have made contributions both in UK and in India through ARTS collaborative charity activities. On being coaxed she tells me that they have been helping government schools in Chennai by providing computers and paying for a teacher. The previous year they provided uniforms for 65 children in Chennai.

In UK they work with various hospitals and children's units as part of their charitable work

I was mesmerized. In spite of a long distance conversation I could feel the vibes. The laughter in the heart of living your best life and being all that you want to be, doing all that you want to, without excuses, to the best of your ability. Isn't that simply wow? Her enthusiasm is infectious.

I asked her how she managed to do so much. She blushes but says 'Nothing is impossible to a willing heart'.

Her message to all fellow GAVSian's:  
*'Be yourself and do your best.'*



# FIVE QUESTIONS WITH RAMYA SUBRAMANIAN

SUSANNE AND DHARINI



In this edition we bring to you a lovely conversation with a lovely lady from the market research team.

## About Ramya:

She was born in Tirunelveli and brought up in Chennai. Her dad works in Port Trust and her mother is a home keeper. She has a younger brother who is doing his MBA and preparing for Civil Services. Ramya did her schooling in PSBB in Chennai, B. Sc. Zoology in Meenakshi College for Women and MBA in Marketing in Ethiraj College. She started her career with India Infoline as a customer relations officer. She later joined GAVS as a Trainee in Market Research and has been associated with GAVS for the last 5.5 years.

**1** Would you like to be “Liked” or “Respected”?

Liked ! True respect comes from the heart and it happens only if you like someone.

So I would like people to like me and not just respect me.

**2** What do you think is at the edge of the universe?

Light!

A single ray of bright light amongst darkness.

**3** What’s the biggest personal change you’ve ever made?

Selflessness

Before 2 years it was about me. Now it has changed, it’s about the team. I think for the team and focus on how helpful I can be to them, and how I can be of value to GAVS.

**4** Do you think people really get wiser as they get older ?

No! It depends on individuals. Initially I was under the impression that people get wiser as they get older, but after seeing someone I know, I realized being wise is not related to age.

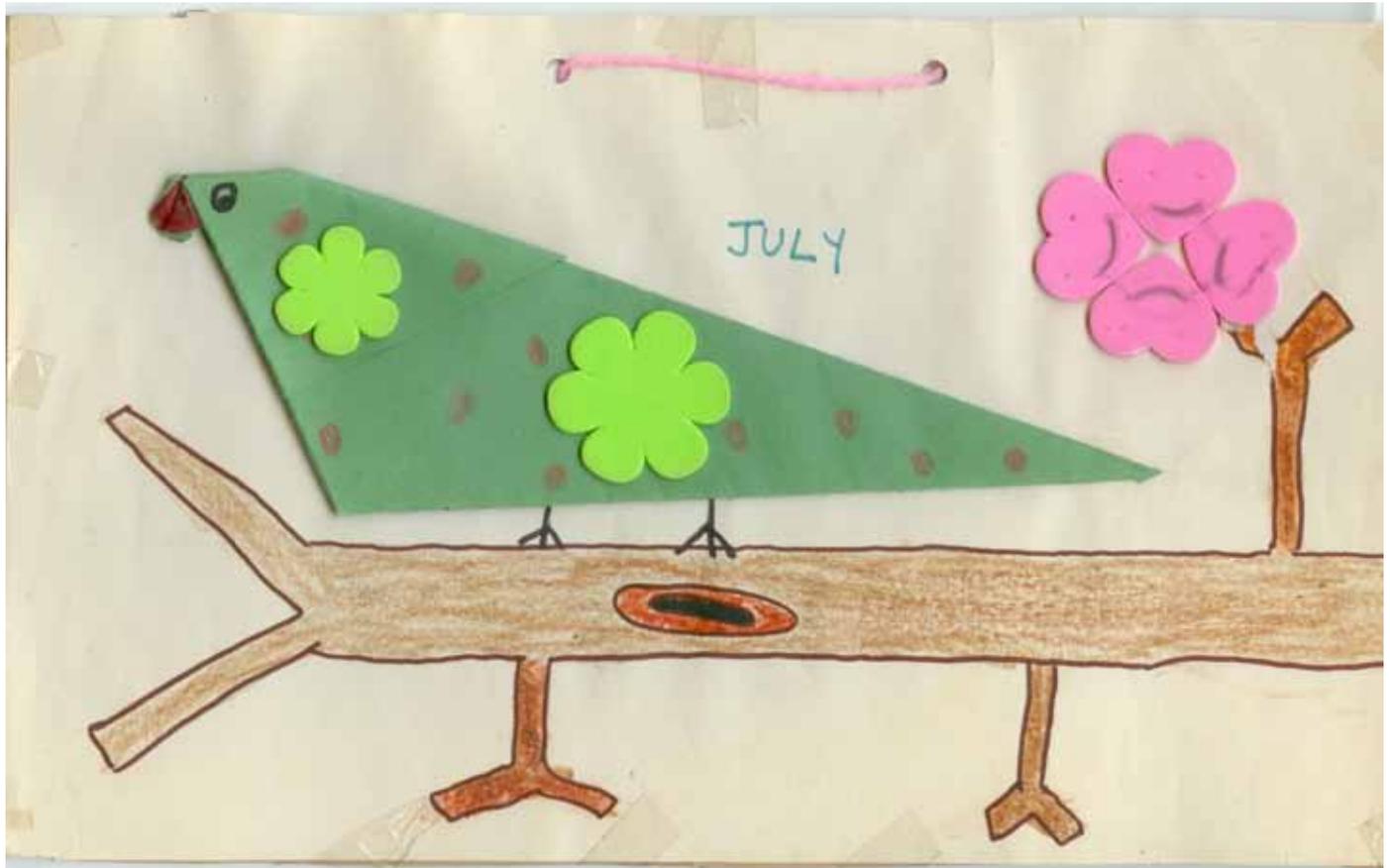
**5** If you were given the power to rule the world, what would you do on the first day?

I would call my dad and say “Hey Dad! This is my first day to rule” and then show the world....



# ART CORNER

DEEPIKA GANESAN,  
CLASS VI,  
D/O GANESAN PARAMESWARAN



# TRAVELOGUE

## THE MIGHTY GODAVARI!!!

*MALA SUBRAMANIAN*



Rivers are one of the most sacred aspects of Indian culture and this journey

I took was to meet one of India's most important and vibrant river 'The Godavari'. The journey to Dindi, a small town in Andhra Pradesh by road started around 10 PM from Chennai, it took about 9 hours for us to reach the East Godavari district. The travel in NH5 and AH45 gazing at the night sky was quite a beautiful experience. The stretch between Nellore, Ongole and Guntur had lot of deviations due to some roadwork. But the road was perfect between Guntur and Vijayawada and it covered up for the earlier delay.

The entire stretch from Vijayawada to Dindi was scenic, with lots of greenery. Watching the Sunrise standing on the National Highway surrounded by paddy fields was one of a kind experience. It was around 6.45 AM when we reached DINDI and checked into our resort 'DINDI - by the Godavari' (by Sterling Holidays), a beautiful place amidst coconut farms right on the banks of Godavari. The resort is located next to AP Tourism property. It's a beautiful place built over a lily pond. All rooms open to the lily pond, either from the main door or from the balcony, a perfect weekend getaway. The rooms are affordable even for non-

members of Sterling Holidays for about Rs. 3500 per night inclusive of breakfast.

This place is well connected by all modes of transport. Palakollu is the nearest railway station to Dindi at around 15 kms. The other stations nearby are the rail-station of Rajahmundry which lies around 90 kms away from Dindi and Bheemavaram which is 37 kms away. The nearest airport is Rajahmundry, which is 80 kms away from the Resort, and Vijayawada Airport is 176 kms away from the Resort. The climate is tropical as in many parts of India and casual cotton clothing will do.



Coming to the food, there are very less options to eat outside the resort, so we pretty much had all our three meals during our four night stay in the resort. The quality of food was outstanding. Though they had a limited menu, due to the non-availability of certain ingredients in that region, they made sure the taste and quality is perfect. You get the best milk and curd of Andhra here.

Massive, was the first word which came into my mind, as I was standing on the banks of this great Indian River flowing across the breadth of the country. She starts her journey on the hills of Maharashtra near Trimbakeshwar temple, giving in abundance, enriching places she walks through before ending it at Antharvedi, a remote village in Andhra Pradesh. Her banks still held the arrangements that was made for the Pushkaran which took place a week before our visit to this place, and as the hand-rails were still in place, it was easier to take a dip amidst the heavy current.

AP Tourism has promoted this place well by having lot of entertainment facilities. The boat ride was quite good taking you across the river and back. It took about half hour to cross the river and get back as the currents were very strong and the river was about 40 to 50 feet deep. The rates are really affordable; it is Rs. 50 per person for a half hour ride. There are other options like speed boat which will cost around Rs.300 for a trip, water scooter and even a house boat for Rs. 2400 in which we can do a day long ride on Godavari. In addition to this, a ride to Rajahmundry gives us lot of options to visit

the temples nearby and to take a day trip to a small island on Godavari.

The most beautiful part and the last day of the vacation was our visit to Antharvedi beach, the place where the fearless Godavari meets the magnificent Bay of Bengal. It was a mesmerizing sight, where you could hardly differentiate between the river and the sea. She was rushing towards the sea in full force ready to disown her identity after the great journey. Tourists were not allowed to go near the river banks, and we could only have a view of this beautiful place as the security guard/police were watchful not to let anyone get near the river. It's no wonder we worship rivers in India not simply as Gods or Goddesses, but as life-giving forces that remain divine and untouched in their goals despite being disturbed, polluted and in certain areas totally looted for her richness.



# ANNIVERSARIES



## It's been 7 years - SETHU

with GAVS now and I am still learning. I gained many new skills which helped my career growth.

GAVS has given me the opportunity to work with great colleagues with humanity !!! ...Proud to be part of GAVS!

## It's been 10 years - UVITHA

I am happy to be part of GAVS family and definitely a great place to work at. It was a great and challenging journey from being a Fresher to a Lead Associate.

And now in a position to mentor the Freshers joining GAVS has given me an immense satisfaction. GAVS has given me an opportunity to nurture my career and has given a vast learning exposure. I am looking forward to contribute towards the success of GAVS.



## It's been 11 years - RAJESH

"I am completing 11 years in GAVS by Sep 2015. I got the opportunity and freedom to work in almost all the latest technologies in Java / J2EE and Open source technologies. It is a great thing for a person like me who is interested in technology domain. I have a very good team who has supported me in all aspects"

## It's been 11 years - SENTHIL

There are quite a few – my offer letter, first day(s), first onsite coordinator (Badri) who helped us learn the ropes, getting that first performance award and working with some mighty wonderful colleagues. But I would like to quote some best experiences that are offbeat – winning the physically arduous Sadya'07 (<http://sadya.org/>) with the GAVS team, footballing in the Nehru Stadium with a quick fix GAVS team for the Corporate Olympiad'08 and the congratulatory hug I got from the man from HR who picked me as a fresher, Maheswar, on completion of my 10 years at GAVS.



## It's been 10 years - SEAMON THAKKAR

## It's been 10 years - DINESH KUMAR



## The editorial team

