

# IASMS IMPRINTS

A Bi-Annual Newsletter from IASMS

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## A Fresh Start New MBA Batch Inaugurated



*Dr. T. Somasekhar, Chairman, IAGI, Mr. Dinesh Premachandran, Senior Program Manger – Dell Wyse and Dr. Nagaraj Shenoy, Director, IASMS lighting the lamp on the occasion of MBA Inaugural ceremony for the new batch of 2016*

October 6<sup>th</sup> 2016 marked the commencement of the I Semester MBA batch of 2016-2018 at IASMS. An occasion to welcome the new batch of MBA students to the IASMS family with a promise to provide young men and women an environment to learn, grow and to think about their place in the world. Our Chairman, Dr.T Somasekhar presided over the event. Mr.Dinesh Premachandran Senior Program Manager – Dell Wyse graced the occasion as the Chief Guest.

In his talk, Mr.Dinesh focused on the need for right attitude, belief in oneself, leadership and strong relationship building as essential traits an

MBA program should develop among students. He took the students through an interesting journey of management lessons like leadership and team building quoting examples from the movie, M.S Dhoni.

The event also witnessed the release of the second issue of IASMS Imprints, the MBA newsletter. The newsletter ideally showcased all the programs organized by the institution, especially to the new batch of students.



*The Chief Guest Mr.Dinesh Premachandran, Senior Program Manger –Dell Wyse addressing the new batch of MBA students*



*The second issue of "IASMS Imprints" the MBA department newsletter was released on October 6<sup>th</sup> 2016*

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## From the Director's Desk

### What We Don't Teach You in any School

There have been numerous attempts to teach students every lesson they need to know in life. Yet we fail to simulate our classroom to the real life experiences.

Here are some such rules that we are not teaching in any school, but they are very much essential for students to understand them for their journey of life. I have taken these statements from various sources that are attributed to many authors and changed them to suit our Indian students' understanding. These rules are enlightening to everyone seeking the secrets of real life dynamics!

**Rule 1:** Life is not all fair; all the times – accept it and get used to it!

**Rule 2:** The world won't care about your self-esteem. The world expects you to accomplish something BEFORE you feel good about yourself.

**Rule 3:** You will NOT earn one Crore salary a year right out of your college. You won't get a position with a car, computer and phone until you earn them all by yourself.

**Rule 4:** If you think your teacher is tough, wait till you get a boss.

**Rule 5:** Working as hotel supplier or hawker is not below your dignity. Your parents and Grandparents had a different word for them: they called it opportunity.

**Rule 6:** If you mess up anything in your life, it's not the fault of your parents, relatives or friends. So don't complain about your mistakes, learn from them.

**Rule 7:** Before you were born, your parents weren't as

boring as they look now. They got that way by managing all your needs & demands, and tolerating all your nonsense lovingly. So, before you boast about your big deeds, provide relief to them and learn to respect them.

**Rule 8:** Your school may have done away with winners and losers, but life HAS NOT. In some schools, they have abolished 'Fail' result and hence everyone passes. This doesn't bear the slightest resemblance to ANYTHING in real life.

**Rule 9:** Life is not divided into semesters. You don't get summer holidays. Your employer, your friends or relatives may not be interested in your PERSONAL GROWTH. You need to be concerned about it yourself in your own time.

**Rule 10:** Television or Movie is NOT real life. In real life people actually have to leave their comfort zone and go to work to earn their livelihood.

**Rule 11:** Be nice to nerds. Chances are you'll end up working for such people.

**Rule No. 12:** Enjoy the present moment while you can. You may be feeling parents are a pain, school is a boring, and life is depressing. But someday you'll realize how wonderful it was to be a student. Maybe you should start now. You're welcome.



Dr. Nagaraj Shenoy  
Director

**IASMS has been ranked among the top 100 India's Best Business Schools 2017 by the prestigious Dalal Street Investment Journal (DSIJ) in their recent issue of Jan 23<sup>rd</sup> - Feb 5<sup>th</sup>, 2017**

## Editors Desk

### An MBA with a Heart

**“A good head and a good heart are always a formidable combination”**

**Nelson Mandela**

Traditionally Management education has focused efforts on training students to lead organizations in a business world that is increasingly competitive and complex. However, in order to be distinct and versatile management education must help students to ascertain whether the course would add value to them in becoming only a manager or a good human being as well. Besides emphasis on communication skills and personality development, there is a need for students to believe that management education is a way to make a positive difference in this world.

Management students would do well by introspecting on how they could dispense their efforts to strengthen their head and heart combo to make the world a better place. It is often not only the best minds and talents that make a good manager or a successful entrepreneur, but how beautiful you are from within. To be able to lead others you need to be a good human being, somebody who people are willing to follow. I once read a story of a young lad who went to an ice cream shop and enquired the cost of his favourite ice cream. “It's Rs.15” the waiter

replied. The boy then started counting how much he had in his purse and asked the waiter how much a smaller cone cost. A little irritated the waiter said it was Rs.12. The boy ordered the small one. He ate his delicious ice cream. Paid the bill and left. As the waiter cleared the table, he was touched. The boy had left Rs 3 as a tip. Smallest acts of kindness could make a big difference.

Our MBA students are preparing themselves to be a part of a highly demanding and volatile corporate world equipped with tools like good communication, confidence and know how during the span of their two years in Indian Academy School of Management Studies. I hope that along with all these tools they have a heart that desires the good of the organizations they serve and willing to be a change maker wherever they work.

This issue of IASMS Imprints presents an overview of the events organized by the MBA department along with contributions from our students as well. We hope all readers find this issue interesting.

Dr. Reena Shyam  
Editor-IMPRINTS

## Out Bound Learning – ‘Breakthrough’ 22<sup>nd</sup> October 2016

‘Breakthrough’ a new dimension to learning beyond the class room and molding our students into confident individuals ready to be a part of a team and adapt to the requirements of challenging situations.

Every ‘Breakthrough’ program was customized to deliver a functional solution. The students are exposed to Team Building exercises and Leadership skills

Using a unique outbound learning methodology – action learning, they are able to align students with the demands of the MBA course. This unique learning program helped our new batch of MBA students to break the ice with their fellow mates and teachers as well. The event was refreshingly different and challenging aimed at creating a positive impact that the students can take back to Indian Academy.

The one day event at ‘Breakthrough’, Off Bannerghatta Road, was fun filled learning for the MBA students. The resource person at ‘Breakthrough’ Mrs. Linda and her team were motivating and the experience was memorable and enriching.



*Exploring new heights*



*MBA students at through with Mrs.Linda (Team head - Break through) and the IASMS Team - Dr. Nagaraj Shenoy, Dr. Puja Archana Sahu, Dr. Reena Shyam and Prof. Rohini Sajjan*



*Sky is the Limit*



*Mrs. Linda from Breakthrough explains how to work as a TEAM*



*Challenge your limits*



*Together – We can*

## Industrial Visits An Interface with the Corporate World



I Semester MBA students at GARUDA POLYFLEX FOODS PVT. LTD. Jigani, Bangalore with Prof. Rohini Sajjan and Dr. Puja Archana Sahu

### Garuda Polyflex Foods Pvt. Ltd

A joint venture between Garuda Foods of Indonesia and the Polyflex Group of India, this firm deals in Agribusiness, Food and beverage manufacturing and distribution. As a part of their industrial visit our first Semester MBA students explored the chocolate manufacturing unit of this organization on 14<sup>th</sup> October 2016 accompanied by our faculties, Mrs. Rohini Sajjan & Dr. Puja Archana Sahu. The prime brands of this unit are Choco Sticks and Jelly Drink. Mr. Animesh Chatterjee, Manager Marketing and Mr. Naresh Production Head gave an effective presentation on the chocolate manufacturing unit. The same firm was visited by our III Semester MBA students on 23<sup>rd</sup> November 2016, accompanied by Prof. Kuppusamy and Dr. Reena Shyam.

### TVS Motor Company



I Semester MBA students at TVS Motors with Dr. Nagaraj Shenoy and Prof. Rohini Sajjan

Our I Semester MBA students visited TVS Motors on 24<sup>th</sup> November 2016, accompanied by our faculty members, Dr. Nagaraj Shenoy and Prof. Rohini Sajjan. Mr. Shyam Kumar industrial visit coordinator at TVS gave a presentation on the inception and progress made by the organization over the years. It is a classic example of how Indian organizations have adopted Japanese quality techniques like JIT, TQM, and Kaizen etc. Various stages of manufacturing, testing, assembling, painting the vehicles were explained to the students.



III Sem MBA students at SS Vermi Compost (Madurai) with Dr Nagaraj Shenoy and Prof. Rohini Sajjan

### SS Vermi Compost Industry at Madurai

The III Sem MBA students visited SS Vermi Compost (Madurai) accompanied by Dr Nagaraj Shenoy and Prof. Rohini Sajjan between 13<sup>th</sup> and 16<sup>th</sup> Dec 2016. The three day visit was a blend of learning and excitement with students visiting this ISO certified organic manure manufacturing plant and popular tourist sites in Kodaikanal and Madurai, as well.

## Expert Lectures



Mr. Jacob, Associate Director KPMG talks on 6 Sigma for MBAs

### Mr. Jacob, Associate Director KPMG

On 19<sup>th</sup> October 2016, Mr. Jacob, Associate Director KPMG and Mr. Snehasis Guha, Management Consultant addressed the MBA students on 6 Sigma and its relevance for MBA students.



Mr. Subhradeep Bhowmik – Do you have an entrepreneur in you?

### Mr. Subhradeep Bhowmik, Founder- Auntie Fung's

Mr. Subhradeep Bhowmik, Founder- Auntie Fung's who inspired our students by describing his entrepreneurial journey for the past 18 months in a guest lecture organized on 19<sup>th</sup> November, 2016.



Prof.Kuppusamy thanks Mr.Akhilesh Chaturvedi,

Mr.Ananth Krishnan speaks on "Staying Relevant"

## Mr. Akhilesh Chaturvedi, Trainer, and Mr. Ananth Krishnan, Yayati Consultancy

**"You have to be constantly reinventing yourself and invest in the future"**

**- Reid Hoffman**

On 26<sup>th</sup> November 2016, a lecture was delivered by Mr. Akhilesh Chaturvedi, Trainer, and Mr. Ananth Krishnan, Yayati Consultancy on the topic of "Staying relevant". A subject of interest especially for our MBA students who battle to distinguish themselves in a highly competitive job market. The speakers stressed on the challenges and constraints of the business world awaiting management students. In order to survive and sustain in this volatile environment there is a need for students to cultivate qualities such as perseverance, high self esteem and increase their emotional intelligence. The relevance of aligning body, mind and soul to pursue their goals was the core message conveyed to students.



Prof. Sheeja Krishnakumar greets Mr. K. Sukumaran

## Mr. K.Sukumaran, Dean, National Institute of Securities Markets

On 5<sup>th</sup> December 2016, Mr. K. Sukumaran, addressed the MBA students on a subject of great relevance for management students 'Economic Reforms and Indian Capital Market'.

India is a growing economy and IPOs are gaining popularity as a major source of funding among organizations. The importance of capital market, its functions and its impact on economic growth of our country were areas emphasized upon in the talk. The fact that only 3% of the population in India has a demat account and only 50% of the present population have bank account indicate potential growth opportunities in future with respect of financial services.



Mrs Marina speaking on fundamentals of investing

## Mrs. Marina, Trainer, BSE

Mrs Marina from Bombay Stock Exchange gave an insight on basics of investment analysis, principles of investing and online trading process on 9<sup>th</sup> and 15<sup>th</sup> of November 2016. These concepts were very useful to our students who are keen on pursuing their careers in the area of finance.

## Inter college management Fest Winners

**"You were born to win. But to be a winner, you must plan to win, prepare to win, and expect to win"**

**- Zig Ziglar**

IASMS encourages student participation in inter-collegiate fests as they add a new dimension to the overall personality of the students. Nurturing confidence, making them more dynamic and adaptive are the main aim of motivating our students to be a part of such events.

The III Semester and I Semester MBA students of IASMS emerged as Runners Up in the Marketing and Finance Events at "Vishesh 2016", the management fest organized at MS Ramaiah Institute of Technology on 27<sup>th</sup> and 28<sup>th</sup> of October 2016.



III Semester MBA students (from left) Md Akeeb, Md.Khizar, Fariaha Tabassum, Md. Multani, Khaja Pasha, emerged as Runners up for the Finance event "Bootstrappers"



I Semester MBA student, Gayaney Vijayan and Karthik D - Runners up for Marketing Event "Growth Hackers" at MSRIT Management Fest

## Workshops and Seminars

### Inspiring through practical learning - Stock Mind - Season - 5



Mr. Kishan Vasista Zonal Training Manager and Mrs Suniti Varma, Zonal Marketing Manager, ICICI Securities Ltd conducting Stock Mind - 5 at IASMS

ICICI Direct Centre for Financial Learning is organizing a virtual trading competition for all the Graduate and Post-Graduate students of the campus. The event shall serve as a breeding ground for all those who wish to make big fortunes through investments in the stock market in future. In its fifth season now, StockMind challenges the sharpest minds across the country by offering them a platform to learn, compete and win exciting prizes. The competition encourages students to learn the nuances of the stock market by using virtual money in real market situations, thereby eliminating monetary risks.

Mr.Kishan Vasista Zonal Training Manager and Mrs Suniti Varma, Zonal Marketing Manager, ICICI Securities Ltd gave the key highlights of Stock Mind competition to our students 10th November 2016. They explained the importance of Stock Market for students and the opportunity of Virtual trading platform that allows risk-free trading with virtual money.

### Seminar on DEMONETISATION



Dr.T Somasekhara, Chairman, IAGI, Mr.Duddu Muralidhar, Entrepreneur and Director at SNAM Group of Companies, Dr.S.R.Keshava, Professor Department of Economics (Bangalore University) and Dr.Nagaraj Shenoy Director, IASMS engage in a discussion on Demonetization



Students presenting their views on Demonetization

A subject of great interest for our Management students was chosen as the topic of deliberation for the Seminar on “The Impact of Demonetization” organized on 2<sup>nd</sup> December 2016 by IASMS.

The event was presided by our Chairman, Dr.T Somasekhara and witnessed the presence of eminent resource Persons - Dr.S.R.Keshava, Professor, Department of Economics at Bangalore University and Mr.Duddu Muralidhar, Entrepreneur and Director at SNAM Group of Companies. Mrs.Bharathi T, Secretary, IAGI, graced the occasion as well.

Presentations were made by I and III Semester MBA students on demonetization. Karthik D and Nikita from I Semester MBA took us through a journey on the history of demonetization. Reesha and Mudassar of III Semester MBA presented their views on the impact of demonetization on the common man. Aashish and Ruqsar of III Semester MBA gave a brief overview on how demonetization has affected illegal activities in India. The student presentations were concluded by Gayani and Rajesh from I Semester MBA who focused on how the Indian Economy is responding to demonetization.

An academican specialized in the area of economics; Dr.S Keshava reflected that demonetization that was indeed a bold and commendable move by Prime Minister Narendra Modi. However he emphasized that although such a change was necessary for our country the Government has not been effective in planning the execution of demonetization systematically. Infusing the industry perspective to the discussion on demonetization, Mr.Duddu Muralidhar was very optimistic that entrepreneurs in India are smart, enterprising and measures like demonetization are part and parcel of any volatile business environment. Entrepreneurs would definitely overcome the challenges created by demonetization and businesses will revive back to their normal pace soon.

The event concluded with a lively interaction between the students and resource persons. Our Chairman Dr.T Somasekhara, eruditely voiced his stand that demonetization took many by surprise but would eventually be helpful in tracking and accounting black money in the long run.

## Seminar on “GST – The Road Ahead”



Mr. Venkat Ramesh, , Deputy Manager,  
HAWE Hydraulics India Pvt Ltd greeted by Dr.Nagaraj Shenoy

With the Government taking all efforts to introduce GST from April 1, 2017, the move is interpreted as a great step towards transparency in taxation, changing the way India does business forever.

Emphasizing on this bold initiative by the Government, IASMS organized a seminar on 21<sup>st</sup> December 2016, the theme, “GST – The Road Ahead.”

The Resource person for the seminar was Mr. Venkat Ramesh, HAWE Hydraulics India Pvt Ltd, working as Deputy Manager in the global supply chain wing. Giving a brief overview about GST, Mr. Ramesh focused on the implications of GST on few sectors like real estate, pharmaceutical, and automobiles. The cascading effect due to multiplicity of taxes and their non creditable nature would be replaced by a single taxation system. The role



Students make presentations on the opportunities and  
Challenges that will unfold through GST

of GST in improving the image of India as an attractive destination for ease of doing business and the future road ahead were the areas highlighted by the speaker. With his simple illustrations, Mr.Ramesh gave a clear picture of how tax was levied prior to the implementation of GST and the changes tax structure after its implementation.

The students from I Semester MBA presented their view on GST. The introduction to GST and initial phases of development was presented by Sushma and Shine. This was followed by Nikita and Satyanarayana who highlighted the impact of GST on various sectors. The last presentation was given by Saif and Sharook who stressed on the major challenges and advantages of GST for India. The seminar was indeed very effective in familiarizing our students with GST and its fundamental goals.

## Academic & Non Academic Competitions

### FORA

Students Presentation Competition was organized on 12<sup>th</sup> November 2016 for the I Semester and III Semester MBA batch. The event was a novel way to reconnect with our alumni who judged the competitions. Mr Dattareya Desai, Talent Acquisition Specialist, Source Bits from the batch of 2010, Mr. Anthony C.F–Senior Freight Specialist, Target Corporation from the batch of 2011, Mr.Dinesh Thomas, Sales Manager, LXL Ideas Pvt. Ltd from the batch of 2012 were present as judges. The students made presentations on various issues relating to the management stream. Such platforms are helpful in enhancing the presentation skills and confidence level of the students.



MBA students with the Judge for FORA,  
Mr. Anthony C.F – Senior Freight Specialist, Target Corporation  
and Prof. Kuppusamy with participants



MBA students with the judge for FORA Mr Dattareya Desai, Talent Acquisition Specialist, Source Bits

## Speak Easy – Pick and Speak Competition



## Verbatttle – Debate Competition



*"Don't raise your voice; Improve your argument"*

## Advertising the greatest Art Form – Mad Ads Competition



*Bring out the creativity inside you and make an outstanding advertisement of your own.  
Be it hilarious or sensitive, be it just your creativity and ad sense.*

## Poster making competition – Human Rights for all



## IDEA 2030 – Get ready for the future





The Academic competitions for the I and III semester MBA were flagged off with the first event

- **Speak Easy (Pick and Speak) Competition** organized on 14<sup>th</sup> November 2016. The event received tremendous response with students participating enthusiastically. The Judges of the event were Prof. Sheeja Krishna Kumar and Prof. Rohini Sajjan.
- **Debate** - Decades of academic research have proven that the benefits that accrue as a result of engaging in debate are numerous. With the aim of infusing confidence and improving their public speaking skills a debate competition was organized for both I and III semester MBA students on 26<sup>th</sup> of November 2016. Prof. Kuppusamy and Ms. Mary Shalini, Financial Analyst with Wells Fargo & Company, also an alumni of IASMS from the batch of 2014 were the judges for the debate competition.
- **Mad Ads Competition** was organized for III Semester and I Semester MBA students on 3<sup>rd</sup> December 2016 to showcase their skill in marketing products and services. Its objective is to acquaint the students about promotional strategies in marketing through advertisements. The advertisements presented by all the teams were very entertaining and innovative. The students developed interesting advertisements for products ranging from noodles to perfumes with a touch of humor and learning as well. The judges for the event were Prof. Kuppusamy and Dr. Puja Archana Sahu. An event filled with fun and management knowledge as well.
- **Poster Making Competition** – Human Rights Day is observed on 10<sup>th</sup> December 2016. It commemorates the day on which, in 1948, the United Nations General Assembly adopted the Universal Declaration

of Human Rights. To create awareness and sensitivity towards the issue of human rights, on 10<sup>th</sup> December 2016 a poster making competition with the theme human rights was organized for MBA students.

- **Quiz Competition** was organized on 17<sup>th</sup> December 2016 on current affairs and general management aimed at encouraging students to enhance their general knowledge.
- **IDEA 2030 – Competition** on Idea of the future  
On 10<sup>th</sup> December 15, 2016, IDEA 2030, A challenge was posed for the MBA students to launch a product for the future keeping in mind its function, aesthetics and with no compromise on its user friendliness. The competition was intended to stimulate creativity and intellectuality and develop technical presentation skills, collaboration, and team-building. The judges for the event were Prof. Kalpana and Mr. Srinath, alumni of IASMS batch of 2014 presently employed as financial analyst with KPMG.

## BEC Course

**A Step towards Enhancing Employability of our Students.** BEC – Business English Certification is a unique approach to teaching, learning and assessing English. It combines the experience and expertise of Cambridge English Language Assessment and Cambridge University. Good written and spoken English is considered a major requirement for a successful career, especially for management students. IASMS has taken a progressive initiative in this direction by offering the BEC preliminary level course as a part of value added course for the MBA students. Out of the 20 students who enrolled for the course 18 have completed the course successfully and have received the course completion certificates.

## Freshers' Day

The Freshers' Day was organized on 16<sup>th</sup> November 2016 by the III Semester MBA students. The event showcased the talent of our MBA students in cultural activities well. Mr. Fresher and Ms Fresher titles were bagged by Mr. Karthik and Ms Gayani of I Sem MBA.



## Achiever's Day



I Sem MBA B.A. Mohammed Arshad (I Prize FORA)



I Sem MBA Jaseel K P, Jawhar Abdul Rahiman, Jayakrishnan V (I Prize FORA)



III Sem MBA Mudassir Pasha, Saifuddin, Khizar (I Prize FORA)



Shaik Touseef, Sharooq Ahmed, Karthik .D, Mohammed Saif R, Umar Shariff (I Prize Product 2030)



Nikitha N (I Prize for Pick and Speak and Caption Writing)



Mohammed Mudassir Pasha (I Prize Debate)



Sunil Raj and Swathi R III Sem MBA (I Runner up and Second Runner up for ICICI Stock mind)



Rajesh P Hajare (I Prize Quiz)



Akshay Kumar M, Chandrashekara M (I Prize Poster Making)

## BEC Course completion



Students awarded BEC English Course Completion Certificate with Dr. T. Somasekhar, Dr Nagaraj Shenoy and Prof. Sheeja Krishnakumar



Bharath and Feroz Zahan III Semester MBA (100% Attendance)



Maria Lumina, Ngawang Senge, Archana R, Aashish Shahi Muhammad Fahad, Khadeeja Reesha of III Sem MBA (I Prize Mad Ads)

## Student Presenters of MBA Seminars



Karthik .D & Nikitha .N (I Sem MBA)



Reesha & Mudassir (III Sem MBA)



Aashish & Ruqsar Fathima (III Sem MBA)



Nikhita & Satya (I Sem MBA)



Sharooq & Saif (I Sem MBA)

# THE REAL PERSON

We humans tend to value things that are rare and pure. We sometimes call the pure as original or real. Let us consider gold for instance. It gains its value for its rarity and purity but that is not the case for all the metals. Iron is valued for its strength. This quality, however, is not found in its original form. When it comes to people, it gets even more complicated. We all are humans with real physical existence but how would you identify someone as a Real Person? What attributes would you expect in him or her?

I tried to find an answer to these questions in the persons and the characters who were my source of inspiration like Superman and Batman to the founder of Wikileaks, Julianne Assange. Julianne Assange is a freelance reporter with the thought process of a physicist. Although, a very inspiring person but it was hard for me to understand him.

Sometime later, I came across this tweet which quoted, "As the face reflects in water, so does the heart reflects the real person." This quote haunted my thoughts for a while as I found it very poetic. I was not able to fully understand it but I realised the depth in it. What I could understand from it is that one should be able see your heart when they look at you just as we see our face reflecting in water.

A few months later, I was inspired by another quote which

quoted, "The real person smiles in trouble, gathers his strength from his distress and grows brave by reflection." This quote, however, had a lot to say about the idea of the real person. The real person here is brave, ready to take on challenges and hardships with a smile. This character is amazing but was not enough for me to conclude the idea of a Real person. It had to be more than that.

We are our best judges. Yet, we allow others to judge or value us on our skills, strengths, looks, intelligence etc., but what matters the most in a person is the kind of values that he or she holds. In the end, it is our values that reflect in the decisions we make in our lives.

So, to sum it up, the improper definition of the real person would be, "If you do not allow your integrity and values to be compromised through your toughest and the best of times, then you are amazing, awesome and a Real Person."

- Mohammed Mudassir Pasha

MBA- III Sem



## "WHERE THERE IS A WILL THERE IS A WAY"

"It's impossible," said Pride.

"It's risky," said experience.

"It's pointless," said reason.

"Give it a try," Whispered the heart.

We all are humans; we all aspire to achieve something in our life, to make our parents and society proud. Today, we live in an era of stiff competition. However the desire to compete and outperform others sometimes gives us the motivation and inspiration to work harder. The fear of failure may sometimes override our thoughts. We fail to work towards our ambitions. In many instances we may not be doing what we are supposed to do but we do what others expect from us. There lies a tendency to deviate from our own goals and blindly follow the crowd.

However, it is very important that we stay focused on our goals. To decide what we really want to do, no matter how big or small our dreams. If we strongly pursue what we really want then nobody can stop us from being achievers. It may seem, impossible, risky and even pointless, but do give it a try. If there is a will, there is always a way to do things. So work hard to fulfill your dreams. Witnessing your dreams come true gives you the real satisfaction in life.

Stay positive!

Work hard!

And make it happen!!

Awantika Soni

MBA- III Sem



## "WORDS OF WISDOM "

"Our greatest weakness lies in giving up.

The most certain way to succeed is always to try just one more time"

- Thomas A Edison

"If you can't fly then run, If you can run then walk, If you can't walk then crawl, but whatever you do, you have to keep moving forward"

- Martin Luther King Jr

"Management is about persuading people to do things they do not want to do, while leadership is inspiring people to do things they never thought they could"

- Steve Jobs

Quotes compiled by Nikita N

MBA- I Sem

