

Untapped **HORIZONS**

शरद्विधि



MESSAGES

I am very delighted to know the Department of Management Studies is releasing its latest edition of student's magazine 'SAMVRIDHI'.

With great pleasure I would like to appreciate the energy and enthusiasm of the faculty and students on the eve of its release. The students have displayed high level of talent in various activities organised by the department and college. It speaks of the faculty strength and potential of the students. I wish the faculty and students all the very best in making SAMVRIDHI as their pride possession.



Principal

It is my pleasure to congratulate and appreciate all the students who have put in their efforts in bringing out the latest edition of SAMVRIDHI newsletter for this academic year. I also congratulate all the students for their enthusiasm, active participation and for contributing articles and art work.

I appreciate all the faculty members of the department for their constant support and for motivating students to write articles for the newsletter. I look forward and wish more newsletter with informative articles to come in the future.



Head of Department

It gives me immense pleasure to congratulate the amazing efforts put forth by Team Samvridhi. Idea generation, Initiation, Innovation and Integrity defines Team Samvridhi.

I am quite positive that Samvridhi would provide the readers with educational information, helpful hints and tips, events and news from businesses at various national and international platforms. Samvridhi in a beautiful way moved towards establishing its own identity.

I am so proud of the team for their success because of the wonderful combination of members being both the dreamers and the doers. I am sure Samvridhi would move towards new heights due to the dedication of the team members. I would like to wish all the best to everyone associated with Samvridhi.



Mrs K. Suvarchala Rani
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INTRODUCTION

The *UNTAPPED HORIZONS* is our version of bringing some unsaid, uncut, raw unconventional career look-outs for our college students. It covers all stream backgrounds to give a peer into what could be the potential career to glide upon.

This supplementary edition is dedicated at large to educational opportunities and beyond the horizons unseen.

It also attempts to highlight few contemporary careers which has made the sound over past one decade and changed the way we started seeing career life.

We have dedicated few lines in form of emotions to that one who keeps us all going, flip on to read them, learn and indulge with them.

MASTERS OF BUSINESS ADMINISTRATION

There has been a noticeable rise in the youngsters opting for management courses in the past few years. These courses have marked their own worth and importance. BBA is one such degree which has the motive to teach students the basics of business skills and offer a development for the managerial skills. There are a number of the career prospects that students can opt after completing BBA. One of them is MBA, Masters of Business Administration.

MBA basically imparts a strong theoretical foundation in business concepts, provides practical opportunities via internships, group assignments and individual projects. It builds hard skills in the areas of management and leadership and also polishes a range of soft skills like communication, motivation, and negotiation.

There are a wide range of formats in MBA. The most common types are Full-time MBA, Executive MBA, Part-time MBA, Distance MBA courses, Correspondence Course, Online MBA courses... phew! Quite a mind-boggling choice. Let us see each one of it in detail

- » Full-time MBA: Most of the Universities offer 2-year full-time MBA courses. IIM's are considered the best choice to pursue MBA in India. If they wish to complete MBA in a year there are universities in the UK which offer 1-year MBA program.
- » Part-time MBA: This type suits the need of working professionals who can complete the courses even being employed. Colleges that provide this facility are Symbiosis(Pune and Bangalore); IIM (Lucknow); IIFT(Delhi).
- » Executive MBA: This is done for the experienced professionals from various fields who wish to sharpen their managerial abilities, expand their career potential, gain leadership qualities. ISB, IIMA, IIMB, XLRI provide executive MBA programs.
- » with the stream they wish to pursue. Colleges like FMS, IIFT, SIBM, NMIMS provide dual specialization where candidates complete the courses of their choice with the added advantage of having an MBA which surely is a feather in the cap.
- » Distance Learning MBA: This means obtaining a degree without actually attending college. This can be done by various corresponding courses, online course material and discussions, teleconferencing and video conferencing. IMT(Ghaziabad), Symbiosis Centre for Distance Learning (SCDL), Indira Gandhi National Open University(IGNOU) are the top 3 colleges providing distance learning.

THE INDIAN FORCE

If you're a science graduate and confused what to do after you graduate? And if you want to live a life less ordinary, here is one way of life. Yes, the defence forces, its not just any other job/career, it's a way of life. So, various ways of joining the forces are:

A common exam is held which is famously known as CDSE (Combined Defence Services Exam) this entrance exam is conducted twice a year. Through CDSE you get a chance to apply for all 3 forces. In the application form you get a chance to give your preference i.e. IMA (Indian Military Academy), INA (Indian Naval Academy), IAFA (Indian Air Force Academy) and OTA (Officers Training Academy).

Now, as you are science graduates, you can give your preference for IAFA and INA as well along with IMA or OTA. For IMA (only male candidates) a candidate should have studied maths in his graduation unlike OTA. IMA and OTA are both for the Indian Army, the only difference is that officers who pass out through IMA get permanent commission and officers passing out from OTA get Short Service Commission, the tenure of Short Service Commission is 14 years i.e. for an initial period of 10 years, extendable by 4 years.

As I mentioned before, science graduates can apply for IAFA and INA, the upper hand which science graduates have is that in Air Force you have a chance of going into Flying, Technical as well as Ground duties whereas non-science graduates have chance of going into Ground, Executive duties. And in Navy you have a chance of going into Submarine Duty where as Non-Science graduates can get only in Executive and Logistics duty.

Exam Pattern (IMA, Dehradun):

Written exam (Maths, General Ability, and English) , SSB Interview (5-day procedure) , Medical Tests

Then depending upon merit and vacancy you will be called for training.

Exam Pattern (OTA, Chennai and Gaya):

Written exam (English, General Ability) , SSB Interview (5 days) , Medical Test.

Exam Pattern(IAFA, Telangana):

You can apply for it through CDSE by giving Air Force as your 1st preference, or directly through AFCAT (Air Force Common Admission Test).

If you only want to join Air Force, then there you are at the correct place.

Written exam (Maths, General Ability, English) , SSB Interview , Medical Test

Exam Pattern (INA. Ezhimala):

You can apply for it through CDSE, by giving Navy as your 1st preference.

Written Exam , SSB Interview , Medical Test

VOICE OVER

Being a successful voice actor takes time to figure out how to use your voice. It's not just about your voice, but also how you use it. Today most voice actors work from home recording studios, away from the glitz and glamour of Hollywood. Voice actors generally rely upon their skills honed from years of working with casting directors, voice directors, producers and instructors. Voice over artists are responsible for providing narration and dialog for everything - from television commercials to customer service telephone lines. They can reach audiences as small as one or two people and as large as hundreds of millions of viewers. Nearly every industry is represented in this field, with many voice artists choosing to focus on one or two specific fields.

No formal education is required to begin a career as a voice over actor. These actors provide the voices for animated characters in TV shows and movies. A bachelor's degree or training in acting may be an asset to those who wish to enter this field. Generally heard and not seen, professional voice over actors play an important role in selling products and helping animated characters come alive in movies and television shows. Voice work requires a high degree of vocal versatility as well as attention to detail.

There are no standard educational requirements for professional voice over actors, but many of these professionals have completed some form of training or coursework in voice acting. Mean salary: \$37.47 per hour for all actors. The different types of voice over mainly involve television, radio, film, video games and audio books. Some of these require mainly a distinctive, clear voice, dubbing, promos, narrating. Dubbing is considered a bonus skill in the voice over industry.

Actors or artists capable of voicing different dialects and accents are especially likely to do well in this type of voice over work. Television and radio commercials are popular types of voice over jobs. Aspiring vocal actors must make a habit of sending demo tapes to directors and frequently attend auditions.

Many schools offer performing arts programs in voice acting. Basic courses focus on performing voice over work for a variety of mediums, and students typically practice reading scripts and receive feedback from industry professionals. And one must definitely be patient in the beginning, as freelance work of any kind can get quite unpredictable when starting off.

PHOTOGRAPHY

With the enhancements in the industries of Advertising, Film, Fashion and Media, Photography has paved its way and has appeared as a profitable and inspiring career option for the youth of India. Back in time, it was only regarded as a hobby. But now, it has come out to be one of the career choices.

Considering the Indian scenario, these days, a lot of primary and high schools have started offering photography as a vocational course for their students. As of now, students who want to opt for photography during their degree or want to go for certificate or diploma courses, require minimum of 10+2 education.

No doubt there are different types of specializations offered under vocational courses, but in order to understand photography, divisions under it have to be understood. They are:

Freelance	Commercial or Industrial	Sport
Scientific	Feature	Food
Fashion	Photojournalism/Press	Landscape
Advertising	Wildlife	Architectural
Portrait and Wedding	Street Photography	

Based on the above mentioned categories, below are few institutes in India that offer photography courses:

Top colleges in Hyderabad: (Degree, Certificate and Diploma Courses)

1. Annapurna International School of Film and Media (10 Weeks Certificate Course and Bachelor's in Film and Media)
2. ICAT Design and Media College [B.A Hons in Communication Design (Photography)]
3. WLC College India [a) 6 months Certificate course b) 2 Years PG Diploma]
4. College of Fine Arts, Jawaharlal Nehru Architecture and Fine Arts University (4 Years UG degree)
5. Film and Television Institute of Hyderabad (120 Hours Certificate Course)
6. Hamstech of Fashion and Interior Design (6 Months Certificate Course)
7. Ramoji Krian Universe (1 Year PG Diploma)
8. Lakhotia Institute of Design (1 year UG Diploma)
9. JD Institute of Fashion Technology (3 Months UG diploma)

Top Colleges offering photography In India:

1. Film and Television Institute of India, Pune
2. Mass Communication Research Centre (MCRC), Jamia University, New Delhi
3. University of Delhi, New Delhi
4. YMCA Centre for Mass Media, New Delhi
5. Academy for photographic excellence (Apex) New Delhi
6. Asian Academy of Film & Television, Noida
7. Sri Aurobindo Institute of Mass Communication, New Delhi
8. International Institute of Mass Media, New Delhi
9. Institute of Mass Communication, Manipal

Aliss Surani
BBA 3rd year

COMPANY SECRETARY

Company Secretary (CS) is one of the principal officers of the company. They keep the company's records, complete the company's tax returns, advise the Board of Directors of their legal obligations to ensure that companies comply with statutory legislation.

The company secretary course is divided into three sections: Foundation, Executive and Professional. The minimum eligibility required for the Foundation course for Company Secretary is 10+2 for foundation programme. Candidates, who have passed the Foundation Course, and also completed graduation, not less than 17 years of age can apply for the Executive programme.

After passing the Executive Programme examination, a registered candidate can apply for the Professional Programme. Excellent command over English, both written and oral is important for a Company Secretary. At the same time, ability to understand, analyze complex and technical issues and exercise accordingly with tact and intelligence are other essentials.

The duration for CS course after graduation is 2 ¹/₂ years and after 12th class it is 3 ¹/₂ years. Duration for each individual programme is, Foundation programme - 8 months, Executive programme-9 months, Professional programme-10 months.

The *fee structure* for CS courses varies in each programme, Foundation programme-Rs 3600, Executive programme-Rs 7000, and Professional programme-Rs 12000. The company secretary course is a certificate course.

Colleges in India that offer Company Secretary Course are:

- ⊙ The Institute of Company Secretaries of India, Karnataka
- ⊙ Arena Animation, Dilsukhnagar.
- ⊙ Institute of Company Secretaries of India, Ranchi

Colleges outside India offering Company Secretary Course are:

- ⊙ The Singapore Association of the Institute of Chartered Secretaries and administration.
- ⊙ Governance Institute of Australia.

The CS course has a great scope in the near future as it has become compulsory for every company to have a Company Secretary. Therefore every company is hiring Company Secretaries.

Rithika Charles
BBA 2nd Year

PGDM & MFM

PGDM (Post Graduate Diploma in Management)

Post Graduate Diploma in Management. This course is often seen as a direct alternative to MBA. However, there is not much difference between the two. But, there are not many colleges in India that offer this course. Indeed, PGDM from a reputed college like IIMs is a better alternative than getting a degree for MBA from a college not really heard of.

This course has its own perks since the coursework is revised annually. This makes it not only up-to-date but also more industry relevant. Moreover, this course enables the student to be more practically prepared as against MBA which gives more of theoretical knowledge.

Best Colleges in India- IIMA, IIMC (Calcutta), IIMB (Bangalore), IIM (Lucknow), Faculty of Management Studies (Delhi University)

MFM (Masters in Finance Management)

Masters in Finance Management. This is your best course to pursue after BBA if you are looking for a Post Grad degree that will help you with an insight into the management of assets, funds, Financial and Management accounting. This course too requires a 2-year time span to get the Post-Graduation degree and a well rewarding and paying job.

Not all employers seek an employee with the broad academic base of MBA. Therefore, Masters in Finance Management is a job with more specifications. Moreover, work experience isn't a hassle in MFM.

Also, the high number of MBA graduates has saturated the market. It is because of this that employers prefer employees with an MFM degree now.

JOURNALISM

Journalism is the collective term used for the profession of journalists who provide the correct and apt news to the people of any country at the right time to make the country aware of the happenings in and around the world.

A journalist is a person who works on general topics or creative work or area of politics where they collect information about the happenings in that particular field which they pick up as their career.

They take their career as most important jobs and sometimes risk their lives as they perform sting operations to put the truth in front of every citizen on special cases like corruption, illegal happenings in each and every nook and corner of the country or the world. Those issues cannot escape from a journalist's eyes.

They strive to get information in that particular field and they are often yelled at for barging into personal lives of people especially in entertainment industry and sports. For example, they capture and put forth each and every act and aspect of the actor or actresses including their daily activities and their relationship status etc.

To deliver sports news, journalists travel to various places to capture the entire match or just the highlights and keep the enthusiasts up to date with the status of the sport.

Few notable colleges that offer Journalism program in India are:

- Indian Institute of Journalism and New Media, Bangalore
- Mudra Institute of Communications, Ahmedabad
- Indian Institute of Mass Communication, New Delhi

Journalism is treated as one of the greatest weapons in the world.

ENVIRONMENTAL SCIENCE

Environmental Science

A career in life sciences includes all sciences such as Physiology, Comparative physiology, Biochemistry, Biomedical Research, Biotechnology, Chemistry etc. Where employment is concerned, it is the second fastest growing sector in the world and one of the most evolving careers is 'Environmental Scientist'.

The primary goal of environmental science research is to develop solutions to problems the environment is facing such as pollution, global warming etc. A variety of graduation programs and job opportunities are available to environmental science professionals.

Job Options

Environmental science professionals can pursue a variety of positions in research science and academia. Environmental chemists study the effects which chemicals have on the environment. Protecting animals and plants are the primary area of focus of environmental biologists. Geoscientists study the physical aspects of the planet. Atmospheric scientists, physics, science technicians, engineering technicians and chemists are a few other job options environmental scientists can pursue. Other environmental scientists may reform and develop environmental legislation by working as lobbyists or as policy makers.

Requirements

A college degree is required for these positions. An undergraduate degree is acceptable for most entry-level positions, but a graduate degree is recommended for research careers. Students in environmental science degree programs will study physics, geography, environmental science, chemistry and biology. Students interested in governmental careers may also take classes in environmental law.

Salary Information and Career Outlook

The BLS reported a median yearly salary of \$67,460 for environmental scientists in general in May 2015 while the geoscientists earned a median annual wage of \$89,700 at that time. Job opportunities for environmental scientists are expected to increase by 11% between 2014 and 2024, states the BLS, during which time geophysicists should see opportunities grow by 10%.

A bachelor's degree is a standard requirement for most professions in the life sciences field. Some careers, such as being a physician, require advanced studies.

The specific career path being pursued will determine which specific type of degree is required.

STREET ART

Street art is visual art which is created outside the context of the traditional art venues, mostly created in the public locations. They are unsanctioned artwork popularly known as urban art and guerrilla art.

Spray paint graffiti, Stencil graffiti, Wheat pasted poster art, sticker art, Street Installations and Sculpture are the other common forms of media.

Street artists use this form of artwork to communicate to the society with some statements, messages or just a simple beauty. This form of artwork is displayed in a community on its surrounding buildings, streets, and other public surfaces.

Recently, some artists are using "smart vandalism" as a way to raise awareness of social and political issues. However, the transformation of street art was not only influenced by the digital world but some street artists, who had started their work with spray cans have started to explore some innovative and inspirational methodological planes.

Defining Street Art Does (not) have a Conclusion?

Art pieces which have come to existence on the walls of cities reached the highest point of the contemporary art market. The discussion on the meaning of street art resides in the halls occupied by students, who ponder for the interaction between Visual Art, Performance Art and ways of articulating these art forms into the world of street art. It is clear that we are defining street art simply as a specific movement or a particular subculture. Surely, it may represent an extraordinary hybrid form of artistic expression would be taking the easy way out.

However, if we were to express the relatively stable things which could form an explanation of street art, they would at least include the following:

1. Street art incorporates a strong devotion to social activism in the minds of individual.
2. Street art represents a phenomenon that is, through self-transformation, constantly transforming the reality of contemporary art and finally.
3. Street art, as a practice, has a role in shaping and constructing new cultural discourses in the modern world.

SOCIAL ACCOUNTING

When we refer to the word accounting, it generally takes us to the notion of business. Social accounting draws its input towards society and therefore, it is concerned with the welfare of the society.

With the changing business environment, social parameters have become considerably important for the well-being of a business. Some authors define it as the application of double entry bookkeeping to social economic analysis, while others deem it as the reporting of cost incurred in employing safety, health and other societal benefits and requirements.

Well, different people have different views on social accounting. It is one's individual interest whether he/she wants to contribute towards social accounting. With little amount that is collected from an employee in an organization, huge funds are accumulated at their disposal to invest those funds in social activities, so that adverse effects of industrialization can be nullified.

Although, we were not aware of earlier attempts of social accounting, especially in countries like U.K and U.S.A, the real impetus to social accounts was provided by the depression in 1929-32. During depression there were huge losses and large scale of unemployment of humans.

Due to such effects, it was necessary to devise a system which would measure these changes, so that steps could be taken to avoid such effects.

TISCO was the first concern to adopt social accounting, after which NTPC, ONGC, IDPL, Coal India LTD were few others to follow.

FINANCIAL RISK MANAGEMENT (F.R.M)

Financial Risk Management is the practice of economic value in a firm which focuses on when and how to hedge using financial instruments to manage costly exposures to risk. It is both qualitative and quantitative. The kinds of risk include: Operational risk, Credit risk, Market risk, Foreign exchange risk, Volatility risk, Liquidity risk, Inflation risk, Business risk, Legal risk, Reputational risk, Sector risk etc.

The course is of 2 parts:

Part I subjects:

1. Fundamentals of Risk Management
2. Quantitative Analysis
3. Financial Markets and Products
4. Valuation and Risk Models

Part II Subjects:

1. Credit Risk Management
2. Market Risk Management
3. Operational Risk Management
4. Investment Risk Management

Eligibility:

No specific eligibility. The course can be pursued before graduation.

Exam Pattern:

only MCQ (Part I -100 Part II-80). No Negative marks for wrong answers. The exams are held twice a year in the months of May and November.

Fee Structure:

Enrolment Fee - \$300
Part I fee - \$350
Part II fee - \$350

Duration:

No specific duration. A person who qualifies both the parts is certified as Financial Risk Manager. Many banks and financial institutions across the world also offer jobs for Part I qualified candidates.

This certification is offered by G.A.R.P(Global Association of Risk Professionals) based out of U.S.A.

FLOURISHED FINANCE

The traditional era of career development in India featured an extensive need of high grades and percentages from those in need of employment. However, there seems to be a radical change in the way careers are now perceived. Once called needs are now just opportunities.

One such opportunity for those pursuing or will be pursuing is M.com, Stock Broking. Unlike the regular salary yielding jobs that questions your textbook knowledge, this is an opportunity for those with an ambitious outlook and analytical mind. If you passionately follow the stock markets, understand how the Sensex and Nifty work and have a knack for handling finances, a career in stock broking might just be perfect choice.

The minimum educational qualification required to become a stock broker is, a graduation with at least 2 years of experience in a stock broking firm. While not every stock broker ends up becoming a Warren Buffet, you should stand out from the rest to earn well as a stock broker. The salary package varies from earning \$34k to \$154K.

There are various training institutes in India that offer stock broking courses and other related such courses.

Institute of Company Secretaries of India, New Delhi
Institute of Capital Market Development, New Delhi
All India Centre For Capital Market Studies, Nashik
Mumbai Stock Exchange Training Institute, Mumbai
Institute of Financial and Investment Planning, Mumbai

Conventional jobs in India are backed by Indian sentiment of conservatism. These opportunities help breakthrough those boundaries.

Are you among those willing to challenge conservatism and promote development?

WEDDING PLANNER

Do you enjoy planning big parties and working with people? Are you good at negotiating and networking? If yes, You must consider becoming a wedding planner. People who work in this field are also known as a wedding or bridal consultants. Many are self-employed while others work for wedding or event planning companies.

Couples nowadays are more established and therefore have more money to spend on their special day. As they are so busy with work; they probably don't have a lot of time to plan their own affairs. That's where professional help comes in.

WHAT DOES A WEDDING PLANNER DO?

From African Wedding Guide: "...the role of the wedding consultant is that of a facilitator, mediator, money manager, artisan, and constructor of dreams." If you've ever been a bride, a groom, or even a bridesmaid, you would be knowing the kind of stress planning a wedding can bring about. In addition to the above description, therapist, sounding board, mediator, and even punching bag, figuratively of course, when frazzled nerves come into play.

REQUIRED TRAINING AND EDUCATION

Nowadays wedding planners are trained as event planners and then specialize in wedding planning. For some, that means earning a bachelor's degree in hospitality management or a related field. Others have no formal training and learn their skills on-the-job. Those who are self-employed should first learn how to manage and promote their own businesses.

Certain soft skills, character traits that an individual usually doesn't acquire through formal training, will help you be successful in this job. You must be able to remain calm in the face of adversity. You'd become a mouthpiece for the bride and groom when it comes to finding a venue and hiring a florist, band, photographer, and caterer. You must be able to get them the best service for the lowest price.

The ability to network is also important. If you can establish good connections, it will help you get the best deals possible. That's not all. If you happen to be running your own business, as well as handling other people's money, requires you to be adept at handling finances. You must also be very well organized and sophisticated.

A wedding planner must have a good fashion sense. You must know about colour, music, and flowers. A good knowledge of religions is also imperative since a wedding ceremony is often a religious one. Related to this is a knowledge of customs and traditions, which are also part of many wedding ceremonies. Plan to spend a lot of time reading the current bridal magazines, of which there are many, to keep up with the latest trends.

WEDDING PLANNER

EARNINGS

Event planners who worked for others earned a median annual salary of \$46,020 and median hourly wages of \$22.13 in 2011 (US). Wedding planners fall into this category, their earnings may differ.

Earnings for those who are self-employed vary depending on their fee structures. According to the knot, wedding planners charge either a flat fee, an hourly rate or a percentage of the total wedding bill, ranging from 10 to 20 percent. They encourage couples to set aside 15% of their budgets. Another article on the knot says that a wedding costs, on average, about \$28,400. That would mean wedding planners could earn average fees of about \$4200. They say that spending on planners is \$1466 per wedding.

START-UP COSTS

Anyone thinking about opening a business must primarily look into start-up costs. These costs for a wedding planning business can be under \$2000, according to Entrepreneur.com, since one can work from his or her home. Although you may not have any office space, you still need to budget for office equipment, marketing your business and purchasing appropriate work clothing.

MAKING THE WORLD A BETTER PLACE

Life Sciences as a career option is a unique blend of knowledge, innovation, discovery and science. From the origin to evolution and development of living beings, the subject covers all these traits race and the environment in various manners. Embrace the world with your wisdom and take Life Science not only as a career opportunity but as a means.

Public Health

The mission of public health is to 'fulfill society's interest in assuring conditions in which people can be healthy'. Public health serves this mission through organized efforts that address the physical, mental and environmental disease and injury.

Health promotion and disease prevention technologies surpass a broad array of functions and expertise, including three core public health functions:

- (1) Assessing and monitoring the health of communities and populations at risk to identify health problems and priorities.
- (2) Formulating public policies, in collaboration with community and government leaders, designed to solve identified local and national health problems and priorities.
- (3) Assuring that all populations have access to appropriate and cost-effective care, including health promotion and disease prevention services, and evaluation of the effectiveness of that care.

Positions in Ecology

There are no specific agencies that serves as an outlet for positions in ecologically-related areas, so the job seeker shall consider a wide variety of approaches.

An A.B. in Biology, strengthened with some ability in programming, chemistry, artistic capabilities, business background, etc., does have a relatively wide range of job opportunities, which will vary seasonally and geographically.

On the local level, commercial enterprises such as specialized gardening outlets, pet shops and exterminators should be investigated for beginning-level management positions. On the local level, commercial enterprises such as specialized gardening outlets, pet shops and exterminators should be investigated for beginning-level management positions.

Akhil Agarwal
BBA 2nd year

AN ODE TO HOMEMAKERS

HOMEMAKER [*'howm, mey-ku*] a person, especially a woman, who manages a home. Most typical Google search answer within 0.005 seconds. To my emotion of homemaker, she is the one who spends her entire life to make a home for every member under one roof. Every second of her love shown add up to each happy second of our life.

After having a length of articles over different untapped career opportunities, why speak of this, which is considered less to no career at all? To consider this as anything less than an amorphous truth of life making will question its very creation. Homemaking does not title to only those who make home alive by staying all day in it, it entitles to every person who works day night at a corporate coup to make every end meet for the home. Where working gives a sense of financial independence, a positive homemaking multiplies itself in the psychological well-being of the home members.

A reference to a Bollywood movie, *Ki & Ka*, where the gender shift in the homemaker was vividly focused upon, the dogma of human thinking we associate female under the category of homemaker and on the contrary we see the existence of glass-ceiling in the work domain.

In my understanding, we all associate home back to one person that is her. She is an implied figure of happiness that makes us call it our home. Homemakers, if spoken in true management jargons, are most valuable assets of Human emotions management, multi-tasking experts, and very self-controlled beings.

A trend pattern is being followed, replacing most basic needs to the highly sophisticated living crisis, and we are fitting everything first except what keeps us grounded. Researchers say that a good conducive environment at home has a direct influence on cutting down the stress, which is most commonly seen phenomenon today. Not only this, today with increased failures in professional and personal lives, more than professional experts we need humans who care, we need understandable counter-parts, we all need a home, and the family culture should not be fragmented by minimalist desires.

This is for all those who continue to make a home, that one equipoise nemesis of today's life an Ode to them, and all the others who will keep it alive.

Bhakti Aggarwal
BBA 3rd year

