

इविव्रद्धि

Beyond the Halls of IVY



COEXISTENCE

AUGUST 2018

VOLUME - IV No I



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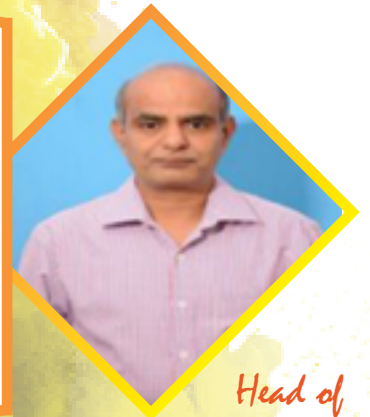
I am very delighted to know the Department of Management Studies is releasing its latest edition of student's magazine 'SAMVRIDHI'.

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.

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.



Coordinator
Samvridhi

Editor's note



Coexistence is a state in which two or more groups are living together while respecting their differences and resolving their conflicts non-violently. This idea is not bound to any particular sphere of life. The idea of coexistence has a broader meaning now. In this fast growing technological world, we seem to be avoiding the basic facts of life. It is said "The only alternative for coexistence is co-destruction". **Is this true?**

We the team of SAMVRIDHI bring out the new edition '**COEXISTENCE-CHARACTERISTICS OF THE SOCIETY**'. Here we give you a glimpse of all the different societal ideas that give you an insight into the growing world, the new innovations and ideas that are being brought in for the benefit of the society. Topics like Boss Lady, Whistle Blower and Don't put all your eggs in one basket bring out the new business aspects, Animal rights, Peer counselling and Voice through social media gives a voice to the untouched aspects of the society, Hum fit ton India fit brings in the health aspect and in the What If section we have 'What If India never existed' making it an overall package of diverse information.

This edition is an offbeat step into bringing to light the new and growing ideas in the society. So here, the issue is now in your hand. We hope you will enjoy it.

Samvridhi team



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Introduction

Co-existence : characteristics of the society.

It is said that Coexistence helps in moving societies away from violent interaction and helps maintain a non-violent system of dealing with conflict within societies. It recognizes and addresses the root causes of conflicts to enable individuals and societies to develop strategies for existing without destroying the enemy. This is merely the definition or the book version of it. If we speak about the reality, we see a different picture.

As the Dalai Lama has said, without love and compassion, humanity cannot survive and it is through realizing the importance of our coexisting that we are able to find compassion towards other people and in recognizing that they are just as valuable and important as we are, we come to know that they are deserving our every respect, appreciation and understanding just as we expect to receive theirs.

Boss Lady



"I don't believe in failure. It is not failure if you enjoyed the process"

Oprah Winfrey

India is a patriarchal society where women, now, are being provided opportunities for growth and development. But women entrepreneurship is an objective in the making for a long time. Although we have a few women leading large organizations, the country still needs to work on promoting entrepreneurship among where it is needed.

Perhaps these are the simplest words to explain an incredible zeal to succeed. Role of women in the society has been seeing a paradigm shift ever since women became self-aware.

More and more women today are moving out of their comfort zone and trying their hands at things no one ever fathomed they were capable of. More and more women are stepping out of their homes into workplaces. More and more women are getting out there and starting their own entrepreneurial ventures.

The recent Global Entrepreneurship Monitor Survey 2016 (GEM) found 126 million women starting or running businesses and 98 million operating established (over three and a half years) businesses in the world, that's 224 million women impacting the global economy. Not to mention that this survey counts only 67 of the 188 countries recognized by the World Bank, an encouraging number if not superlative. These entrepreneurs include hair salon owners, high tech visionaries.

Many educated women today have made a significant mark as entrepreneurs in their chosen fields. The need to contribute towards bettering their quality of life, drives these women and without realizing it they begin to self-actualize. What's more amazing is that women unlike men tend to motivate other women around them to do better thus creating more options of employment and even start-ups leading to bettering not only their own financial status but also helping the

economy grow.

This being said, there are barriers women in developing countries face- those of social inequality, less financial support for their ventures (even though there are schemes to help women start their small businesses), acceptance of their need to venture out and many others. Women are fighting these barriers and overcoming obstacles to attain their fullest potential. Women are still seen venturing into domains largely untouched by their male counterparts in terms of businesses. But things are slowly changing. Today women entrepreneurs constitute 10 percent of the total number of entrepreneurs in the country. Not a huge number but definitely encouraging.

More financial institutes are realizing the merits of investing in women entrepreneurs' ventures. One of the most obvious reasons to invest in women leaders in India is that women control the vast majority of household spending. So unless you are a business that is focused mostly on men, women are more likely to better understand customer perspective. Another is that women are often better at building long-term relationships. Lasting relationships benefit a business tremendously, as much cannot be achieved without trust with employees, customers, suppliers, shareholders, government, etc.

*"A Friend in Need
is a Friend in
Deed"*



Peer Counselling

Peer Counseling, is often mistaken as something very professional. What is peer counseling? Well, according to the typical Google/ dictionary definition Peer Counseling refers to people who support helping each other by listening, sharing common experiences. Peer counseling is based on communication, empathy and understanding. In simple words as the quote mentioned above says it is helping a peer (friend) another friend who physically, mentally or emotionally needs help.

Lately, mental health is one of the most concerning topics in the teens as well as adults, and this is where the role of peer counseling comes into play. The fast growing world and the high completion in every field often creates a lot of stress and pressure on students. Finding themselves helpless students tend to take dangerous steps. It is often difficult to speak about this to just anyone. A lot of times even parents and siblings cannot be of much help. That is when friends are the "only" help that one tends to find. But according to a lot of statistics even friends don't seem to understand someone who is really in need. So how do we improve ourselves on being a better friend?

One thing all of us must remember is, if someone comes up to us saying they need help, just listen. Never give in suggestions or cut them off while they still haven't finished, by saying things like "its okay" or "you're just over thinking"

why? Because when one is under a mental distress it is very difficult for them to speak up. Let them completely finish with whatever they have to say only then give in suggestions that too only if you're sure about the words you're saying. If you're not sure how to help show them you support them and take help of someone elder or someone your friend can trust. But again, what do we do if some is not speaking up? It is simple; ask them a number of questions. Questions related to them, their friends, college, or life in general. Make them confident that everything is going to be okay and that you're there for them. That helps a lot.

To conclude, Mental Health is very important. Never ignore mental health of both yourself as well as others around you. Be nice to people no matter what. We never know what someone is going through. Being good doesn't cost a thing. Seek for help no matter how small the problem is. No one can replace a true friend in one's life. Be that friend.

~ Seeking Help is a Sign of Being Strong.~

HUM FIT TOH INDIA FIT

« Health is the greatest possession; a pale cobbler is better than a sick king. »

ISSAC BICKERSTAFF



Health not only means keeping a healthy body but it also includes a healthy mental condition .Being healthy and fit in simple terms means taking good care of the body . We should remember that a healthy mind resides only in a healthy body, that helps one maintain the required energy level to achieve success in life . Being fit allows us to perform our activities without being restless or tired. A healthy and fit person is capable of living the life to the fullest ,without any major medical or physical issues .

The **HUM FIT TOH INDIA FIT** campaign was started by the Sports Minister Rajyavardhan Singh Rathore wherein his main objective was to keep all Indians fit and healthy so that the future of India is also fit. On the last day of IPL when everyone was waiting to know the result of the nail-biting final of SRH and CSK, you must have noticed a well-crafted advertisement of 120 seconds with the caption #HUMFITTOHINDIAFIT, with the voice of our Honourable Prime Minister Shri. Narendra Modi, which excited most of the Indians to work out and also post challenges in public, especially to target certain sports players like Virat Kohli, Saina Nehwal and many other renounced sports players of India.

This challenge was put forward to motivate the youth to exercise and stay healthy.

It is said that, "All the money in the world can't buy you back good health" so on this note, health is the most important thing that a person should take care of.

Leading a healthy Lifestyle leads to happiness, success and achievements.





Animal Rights

Hundreds of people move in and out of the premises of a court each day. Few people are blessed to fight for their safety, for their rights. Unfortunately, the same cannot be said for the purest souls-animals. While we can scream out against injustice, the cry of these poor souls fall on deaf ears. They are often the victim of heartless tortures at the hands of so-called 'civilized' human beings. Voiceless souls accepting human beings. Voiceless souls, accepting cruelty without a single squeak.

Animal rights do not mean a few sentences printed in the books of law, it is certainly not a formality on behalf of them. Animal rights carries a greater depth to it, a greater value on the face of humanity. In most of the cases, offenders are caught only if evidence goes viral on the social media while the others roam freely. Sadist is the only term that fits right to these heartless people who find happiness through barbaric acts against helpless animals.

Animals also end up in many biochemical labs being the easiest prey for testing of various hazardous procedures. Another shocking atrocity increasing against animals is their sexual exploitations by pervert predators.

Circus remain a major attraction for the masses, even though the horror of behind the scenes torture of animals is known to one and all. The violations of animal rights is not a new scenario for the society, instead it is rather brushed off causally. Poor souls and their selfless innocence are being taken for granted since ages unknown.

Further description of violence against them can make the reader cringe with guilt and also turn this article into a gore one. A person need not be an animal lover to fight for their rights, but maybe one glance at their beady eyes can make him realise that these fluff balls are not just a lump of blood, flesh and fur but a gift to mankind, that needs to be protected and cared for. These creatures know nothing but just to love, pure selfless love, a love that is worth fighting for.



Don't put all your eggs in one basket

You work long and hard to save and invest for your retirement. Most people are familiar with the old saying - "Don't put all your eggs in one basket." This analogy about risk applies to investing as well.

To minimize the chances that stock market volatility could result in the loss of your entire nest egg, it is important to put your money in several investments with different levels of risk and potential return. This basic, yet important, concept is known as diversification. One common mistake is investing the bulk of your retirement money in one stock, scheme or sector. If something unexpected happens and the value of that investment plummets, your comfortable retirement could disappear!

Bonds respond more directly to changes in interest rates while stocks are usually affected by specific market or industry news, as well as developments within the company that issued the stock. By blending a variety of different investments with various characteristics, investors can reduce their overall risk while increasing their potential for greater long-term results.

In the real world, investors have both short and long-term goals. That's why choosing a variety of investment options can help you meet your various goals while lowering your risk exposure. Stock mutual funds can provide growth, but they generally don't produce much income. Bond funds are the opposite. They produce income and may also provide some growth over time.

A well-diversified portfolio usually includes a mix of stock and bond investments, because stocks and bonds often react differently to the same economic and market conditions. This has introduced a new type of mutual fund in the market which is called as a Balanced Fund, where your

money is invested in both, equity and debt.

Stock mutual funds provide an easy way to achieve immediate diversification because they often invest in many stocks across a variety of industries. And, you can spread out your risk even more when you invest in multiple funds with different investment objectives.

By diversifying your portfolio, you decrease the chance that all your investments will experience the same negative market forces at the same time. In the last 15 years (2001-2016) even the mutual fund which has performed the worst has delivered returns of 9.5% per annum. The primary reason behind this is that the fund managers don't rely on one kind of investment.



VOICE THROUGH SOCIAL MEDIA

Social media is becoming a central part of how we all communicate. Its online communities carry a strong and influential voice and there is much to be gained from engaging directly with people through these channels- whether that is to reach journal readers, to network with colleagues, or even just to keep up to date with friends and family.

“Social media platform has given voice to millions of people” says PM Modi in this recent trip to Singapore. Social media now complements many parts of our lives. Facebook, Twitter, YouTube and many other social networking sites allow users to share and interact with online content and to connect with like-minded people.

Its strengths, rapid dissemination and amplification of content and the ability to lead informal conversations, make it a powerful tool to use in a professional context.

One most important advantage is the online sharing of knowledge and information among the different groups of people. This online sharing of information also promotes the increase in the communication skills among the people especially among the learners/students of educational institutions.

There is also a flip side to the use of social media tools. Sometimes, such tools are misused by people which leads to interference into one's privacy. Such instances can lead to dangerous proportions keeping in view the ethical aspect of the use of such media.

In fact, social media is transforming the way organizations communicate, many social tools that are available today are very cost-effective compared to traditional approaches such as email and online advertising.

All in all social media is neutral it has the power to make you successful and also can destroy you, it's the people with whom the power rests to lead their way.

WHISTLE BLOWER

Today's fast paced world is challenging in many aspects. More often than not, we find ourselves chasing time and there is overall sense of having to scramble at all times. This fast paced environment has posed a challenge to the psyche of the human brain. While the above is more of an opening statement, there is underlying darker aspect of the human side that manages to push its ugly head as a result of the pressures, that time, or the lack of it, poses to our everyday life.

Pressures make people react differently, and not all can stand up to the trials and tribulations of time. One aspect of living that is now intrinsic to the human way of life is our life that is governed by a career. There are very thin lines now that separate the so called corporate life and the familial life that we lead. We find ourselves always immersed with targets, deadlines and many more. At the end of the day, the will to outperform and showcase ourselves as the best in class overrides, at times the urge to always toe the line of moral and professional integrity. So, there will always be a handful of the «potential bad eggs» who can find it worth their while to agree to some scheming or gaming of the workplace ecosystem. A classic example of gaming of situations is the way Vijay Mallya or Nirav Modi managed to collude with bank officials to access all sorts of banking facilities. These are classic examples of cases where willful intent overpowers the righteous attitude and moral fiber that is expected of a rational human being. How does one hear of these instances where the guilty have been caught in the act or have been proclaimed as being responsible for an act that is damaging to individual or organization?

The answer to the question is a “whistle blower”. Quite literally, a whistle is often used to alert a certain act or event. The start of a race or the signal from the train engineer that the train is to leave the station. It is intended to be a loud interruption that causes everyone to pause from what you are doing to look at the source and the reason for the alert. In the corporate world, there are instance where an



individual or a group of individuals, quite literally, blow the whistle to alert management or other appropriate authorities of prevailing malpractices taking place. Almost all of them are anonymous as the whistle blower may fear reprimand or persecution if the person who is the subject of his alert is in his chain of command

The concept of whistle blowing has now been adopted by almost all corporations, especially in the financial industry. Most of the large banks even have a concept of empowering employees by providing hotline numbers manned by dedicated professionals to whom misgivings can be voiced out. The investigation done are confidential and are independent of the chain of command .The identity of the whistle blower is kept confidential from the accused at all times.

The bottom line is that we are left chasing the end of the rainbow at all the times and sometimes there is a temptation to not look over the shoulder or look the other way when witnessing something that is not quite right. The lines of right and wrong can get hazy and blurred in the face of difficult odds and you may be tempted to take a short cut to glory. At such times, remember all the values that have been inculcated into you by your family and near and dear ones, look up to people who have made it big from scratch without having resort to any shenanigans. At the end of the day, as we lie on our bed waiting for sleep, it will be you versus conscience. Take your pick.

RITHIKA CHARLES
(BBA 3RD YEAR)

WHAT IF INDIA NEVER EXISTED

India is a vast land brimming with talented and creative people of diverse backgrounds, spearheaded all over the globe leading the global giant organizations and companies. We are vast land of knowledge and multilingualism. With the growing population, India's contribution towards the world has also been growing. But, what if India never existed then?



The first university, Takshashila University, would have never been given to the world.

The numerical "0"(zero) would have never been used as a symbol in mathematical operations.

The game of Chess would have never been discovered.

We would never have "shampoo" to wash our hair.

The cure for leprosy would have been discovered much later.

The calculations of Bhaskarcharya of the time taken by the earth to orbit the sun would never have gotten correct for a long time.

Buddhism and Jainism originated in India.

The USB device would have never been invented.

The Pentium Chip would have never been invented.

As a matter of fact, if India never existed then Columbus never would have found North America since he was on a voyage to India. With no United States, the Hiroshima and Nagasaki bombing would never happen. 9/11 would have never taken place. World power would never had existed. Hitler would have won the second world war. Japan would have occupied all of Non-USSR Asia. There would be no democracy. Slavery would still be existent.

Scientists like Einstein, Fermi and others would have ended being unknown to the world. Apple would remain as a name of a fruit. Polio could never have a cure. Green revolution would have never taken place. Nuke wars would end up being common. Racial discrimination would be at its highest point.

Thus, India being a Third World Country has not contributed to the world more than one knows of and if India never would have existed, neither you nor I would have existed nor would this article.

LEANDER
(MBA 2ND YEAR)

Talent Hub



Priyal Boghani NIFT 3yr



Rohit BBA 1A



Surbhi BBA 2 yr



Priyal Boghani NIFT 3yr



Ashish BBA 3yr



Hanisha Kura
BBA 2yr



Francklyn BBA 3yr



Nikhil SNIST 4yr



Vivek BBA 3yr



Vivek BBA 3yr



Sowmya BBA 3yr



Francklyn BBA 3yr



Travel
eat live
repeat



Abhyas club



