



**शरित्वरिधि**  
BEYOND THE WALLS OF IVY

VOLUME 'V' NO III



**WOMEN'S**  
*reign*





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# FOREWORD

***What's the first word that comes to your mind when you read the following names?***

Rani Lakshmi Bai, Saina Nehwal, Savitribai Phule, Malala Yousafzai, Marie Curie Chanda Kochhar.

These are some of the many women who have marked our world with their courage, bravery, kindness and persistence. These women have broken the norms set by the society to do what is right. They have led people in the right path. They are influencers, they are strong, they are WOMEN. This edition of Samvridhi is all about celebrating "Women's Reign". We get a fresh perspective on what students of this age think about women and their role in the society.

The word WOMAN has a different meaning now, than that of the previous ages. The word woman does not just remind you of gentleness, delicateness and beauty. It has become synonymous to strength. We are slowly evolving into a world where women are given more opportunities, where their opinion is respected, where they are valued.

From highlighting women that made their mark in unconventional fields, to talking about how different myths on women were broken; from giving a thought to how women play an important role in changing the world, to looking back on the women who wrote their names on reputable awards, Samvridhi brings to you a wholesome edition of women and their power. B-Chronicles, our business section, adds a touch of management to complete the newsletter.

We can assure you that this edition is refreshing, inspiring and about strength and endurance in ways you can't imagine. We hope you enjoy this final dish, as much as we as we enjoyed cooking it!



# SAMVRIDHI TEAM



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# WOMEN'S ROLE IN CHANGING THE WORLD

It might come straight out of a Jane Austen novel, but even the grand old lady would be happy resting in her grave after seeing the changes that the world has acclimated itself to today. Women have been persecuted for years as being inferior to men but the time has come when they have decided to stand up for themselves.

How hard is it for the rest of us to stand up and applaud women for the role they have played in making the world a better place to live? Studies have shown that women, in general, have a more enhanced emotional quotient than men do. They are also capable of performing herculean physical activities but are still denoted as being the weaker sex. From Anandibai



Joshi, KadambiniGanguly, AratiSaha to Kalpana Chawla, MC Mary Kom and PV

Sindhu, women have often, if not always, led the way in their respective fields of expertise. Women are stronger than men; they always have been, yet the concept that their prowess is questioned by ill-informed fools is something that they have to live with in this country.

Our women have always given us glimpses of what they can do if they set their heart towards achieving it. If Lakshmibai, the queen of Jhansi had shown what a determined woman can do if her very existence was threatened, and if Bachendri Pal could climb up to the top of the world against all odds, why can't today's women reach similar heights? The time has now come for them to claim their rightful inheritance as being the stronger sex and prevent the metastasizing of misconceptions regarding their spiritual and emotional endowment.

The world shook under its wood-panelled banisters when women decided to take things into their own hands and history is a testament to the fact that nothing can be unachievable when they stand hand-in-hand and try to alter the ways of the world. At first, the challenge lies in taking these oversights out of other people's minds that they are any less than men.



However, women themselves cannot be blamed for existing in a male-dominated society and it is not their fault that we choose to look at them merely as objects to fulfil our needs- be it physical, psychical or material.

Women are excellent teachers, and they can be entrusted to impress upon the next generation of Indians to be more kind, compassionate and empathetic. Women have also shown to be brilliant leaders, and they can run and get elected to the Parliament. One is bound to agree that such a regime would paint a less sordid picture of bribes and scams, although it may feel like we're going out on a limb to portray such a picture.



Here would be a new standard-bearer, the 21st-century Indian woman, who can play a gargantuan role in changing the world or in the very least, have a say in making it a better place. This woman will, in turn, become a part of a species of which the Rani of Jhansi would have been proud of.



MOHUL BHOWMICK  
MBA 1ST YEAR

# UNSUNG WOMEN HEROES

We all must familiar with the below sloka:

यत्रनार्यस्तुपूज्यन्तेरमन्तेतत्रदेवताः।  
यत्रैतास्तुनपूज्यन्तेसर्वास्तत्राफलाः क्रियाः।

Transalation : YatranaryastupujyanteramantetatraDevata,  
yatraitaastunapujyantesarvaastatrafalaahkriyaah

(Meaning: Where Women are honoured, divinity blossoms there, and where ever women are dishonoured, all action no matter how noble it may be, remains unfruitful.) Unfortunately, we are facing a hard time trying to practise this. Women are often treated as a mere pleasure even today, that is, 21st century. What a pity. Our country has provided great Female heroes, who were, are, and will be our role models in the present-day world. How would we forget the valour of Jhansi Lakshmi Bai, who fought for our nation with a baby on her back? Isn't she an epitome of motherhood and bravery? Or Captain Prem Mathur, who became the first women pilot in India, way back in 1947. While few got into limelight, there are many Unsung women heroes, who brought a great impact in the lives of people. Few among them are:

1. Nonogenarian Bhakti Yadav, popularly known as “Doctor Dadi” from Indore, 91, is the first woman from Indore to hold an MBBS degree. She has been treating patients free of cost for the past 68 years and has helped deliver thousands of babies. She was recognized and awarded the Padma Shri earlier this year.



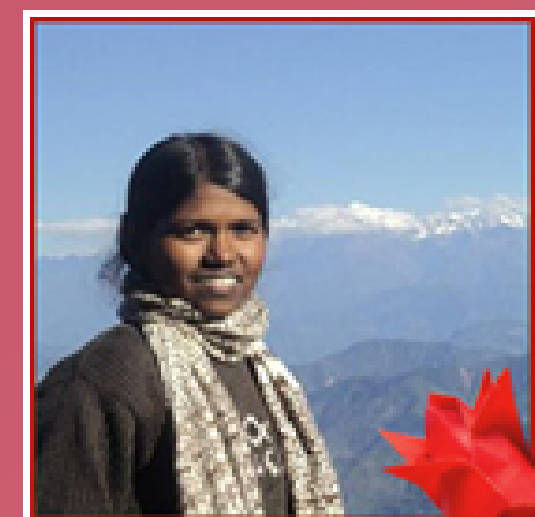
(Doctor Dadi)

2. SujataSahu – Bringing education to remote Ladakh at 17,000 feet. Often called the “Iron Lady of Ladakh”, Sujata was a teacher at the Shri Ram school in Gurgaon before she quit her job and decided to work for the children in Ladakh. Her first solo visit to Ladakh was in July 2010, when she went to donate books, carrying 900kg of education material on 25 horses! She founded “17,000 Education” which aims to improve lives of the people of remote, high altitude mountainous villages of Ladakh, By 2014, this foundation donated 50,000 books, set up playgrounds in 15 schools and provided classroom furniture to about 20 schools.



(SujataSahu)

3. PurnaMalavath – World's youngest person to climb Mt. Everest Born to a Dalit family in Nizamabad (Telangana), Purna fought societal stigma and humble surroundings to train herself to scale



(Purna)



the tallest peak in the world: Mt. Everest. All of 13, Purna had the support of veteran mountain climber Bachendri Pal.

4. Pratima Devi – A Ragpicker who is a foster mother to street dogs She is a ragpicker and lives in a parking lot of an area considered as one of the swankiest in South Delhi, Saket. What is unique about her? Her love for animals and her efforts to rescue and save them. Someone who is living on the streets can also bring about a bigger change. She is called messiah of dogs and has been feeding over 70 dogs since almost 30 years now! She awarded with the Godfrey Philips Bravery Award in the year 2009 for her ‘social bravery’.

5. Smita Sabharwal: At the age of 23 years, Smita cracked the UPSC exam and became the youngest officer to take up responsibility as additional secretary at a chief minister’s office in Telangana. She is popularly called the “people’s officer” and known for the “Fund Your City” campaign in Warangal. The campaign appealed to residents to help her build infrastructure in Naxal-affected areas. She has closely worked for the improvement of the health and education department in the state.

Apart from these, right in our house, we all have a Super Hero our mother, who is the strongest comrade. Are we paying enough heed to them? Who else could be our greatest support if not for our mothers?

WE ALL ARE STRONG BRAVE AND INTELLIGENT, LET US MAKE OUR MARK AND FIGHT THE EVILS OF THE SOCIETY.



(Smriti Sabharwal)



G L GAYATRI  
MBA – 2B

# SUPER WOMEN

Everyone has a woman in their life,  
It could be your mother,  
sister or your wife.

You should know that how much  
she sacrifices to come into someone's life.

A woman is a person,  
Who stakes everything for our happiness.  
No matter how much she suffers,  
She does everything to fulfil our wishes.  
She forgives all our faults and  
Stands as a wall against the whole world.

A woman is a person,  
Which is a beautiful creation of god.  
She is the reason for our existence,  
She is the one who creates the humanity.

A woman is a pure soul,  
She deserves to be envied,  
She is supposed to be respected,  
She is the one  
who we should never hurt,

She is the one  
who we should always love  
and protect.  
Cos she is the one  
Who comes next to god.





A woman is a  
givers of life ,  
nurturers of mind, body and soul.  
She is the strength and  
she is the power in our world.

Do not ever forget that ,  
without her there will be  
no growth in this world.

A woman is an amazing personality,  
Whom we should always honor.

She is the one  
We should be thankful to,  
For giving us such a wonderful life,  
And letting us know  
What she is capable of..



VISHAL ROY,  
(MBA 2 YEAR).

# SURVIVORS OF RAPE AND ABUSE



Either they are dead or they die every day. Some give upon their life, some survive! Situation is becoming worst day by day. One of the most common issue that someone can think about India is rape. According to the reports, rape is the 4th most common crime against women in India. 24,923 rape cases were reported across India in 2013, out of which 98% cases were the ones, in which the crime is committed by someone the victim knows personally. Every girl walks on the road with fear inside her, as to what might happen to her the next moment. So here it goes, a rape happens and the survivor is in the news and the media 24x7 for few days or months, becoming a social media hashtag, and reason for some protests etc. If the criminal is caught, then he is either imprisoned or is given bail. These incidents are also given a name. Can you name some cases? Nirbhaya? It is a case that generated international headlines, a 23-year-old was gang raped in a bus. She died of her injuries. There were protests. Where are the protestors when the incident happened? Why are they here now, after it has happened? Did the situation change? Little bit? Clearly the answer is no! In fact, it is getting worse day by day.

The recent cases that happened in 2019 are Unnao rape case, Priyanka Reddy. These are well known to everyone. But what about the cases which are not reported? Why parents are forced to spend their whole life for the justice for their daughters?



It that difficult to pass the judgement? Many think it is girl's fault. Her dressing, make up is an encouragement for boys. But what about the girl who was just born yesterday? What did she do to encourage these heartless monsters? Enough! Who knows who is next? There are many questions unanswered. Is India waiting for the next rape to happen? We don't want to live in fear. Is it too much to ask for? Weak laws encourage people towards more crime.

Let us live.



ARADHNA  
BBA 2B



# IS "BETI BACHAO BETI PADHAO" A FAILURE.

Looking at the ever-worsening child sex ratio in many districts of the country, the NDA government had launched the social campaign famously known as the "Beti Bachao Beti Padhao Scheme" in 2015 to improve the child sex ratio, prevent malpractices like pre-natal sex determination, female foeticide and female infanticide and sensitize people towards the benefits and importance of letting a girl child breathe.

*Now to ask the million-dollar question: has it been successful at achieving all the above-mentioned goals?*

On the positive side, this campaign has been able to increase the sex ratio in many districts in which it has been introduced. For instance, the sex ratio has gone up from 856 to 957 in Cuddalore, Tamil Nadu, in Mansa, Punjab it has increased from 857 to 925. Actually there has been an increasing trend in sex ratio at birth in a total of 104 districts. This shows that this centrally funded scheme has been able to encourage the survival of girl child in some places of India by providing financial assistance to the parents whose major concern into having a girl child is the inability to meet the hefty dowry demands for her marriage at a later stage. But this is only in some places. In an ideal scenario, this scheme should have been a far better success.

## **What Is Wrong In The Beti Bachao Beti Padhao Scheme Then?**

Every government scheme has gaps which need to be filled to ensure that all the goals are realized. And so is the case with the Beti Bachao Beti Padhao scheme we have here. The major issue in this scheme is not just its lack of proper implementation, but also the diversion of funds that has been happening since the scheme was launched. This means that the funds provided to each district by the Central and State governments were not utilized for the right purposes, especially in various districts of Haryana which has the worst sex ratio in the country.



According to sources in Panipat, out of the 5 lakhs allocated for this scheme, 3 lakhs was spent on building a “theme gate” at the town’s entrance to mark the inauguration of this scheme. Now if that isn’t a complete waste of the funds then I don’t know what it is. As per the report released by the Parliamentary Standing Committee on HRD, out of the total amount of 43 crores set aside for this scheme for the fiscal year 2016-17 only 5 crores have been correctly put to use. Data manipulation is another reason which has shown a rather inflated set of facts to prove the scheme a success. It has been duly found out, as per reports, that various districts register the birth of all the girls taking place but conceal some of the boy numbers to present a better sex ratio.

“What is required to make the Beti Bachao Beti Padhao scheme successful isn’t just funds but a separate mechanism to ensure proper implementation and monitoring of the scheme to fill these widening gaps”.



PRAVEEN. C  
MBA 1ST YEAR



# MYTHS ON WOMEN THAT WERE BROKEN



*George Orwell once said, "Myths which are believed intend to become true."*

Well, women from everywhere have been proving this statement wrong left, right, and center! Looking back, there have been an alarming number of myths on women that people believed in for the longest time before they were broken by women that refused to be suppressed under the weight of these myths. Let us look at a few of them.

"It's a man's world" has been a myth that was largely accepted in several nations until one after another women walked out of their households and built their image as entrepreneurs, athletes, scientists, professors, you name it! They have been showing across the globe how the world is just as much theirs as it is a man's.

"Women can't lead," they said. Well, Vijaya Lakshmi Pandit, Indira Gandhi and several others might say otherwise! From leading a nation to leading armed forces, from leading a group of employees to successfully run a venture to leading a whole crew into successfully releasing a movie, women have tossed this myth out of the window not once or twice but countless times. "

“Women can’t be trusted with money” is another one of the very common myths that, from women who hold positions as a CEO and a Finance Minister to ones that take care of a household, have been breaking every single day.

“A woman’s place is in the home.” If you talk about how my home would fall apart without my mum, this doesn’t seem entirely wrong! But women, most certainly, do not belong in the home. Mary Kom, Kalpana Chawla, Mother Teresa, Pratibha Patil, Sania Mirza, Indira Gandhi, Kiran Bedi, Saina Nehwal, and the list of women that not just broke but crushed this myth goes on and on and on.

These are just a few of the several myths that have and are constantly being broken by women from every corner of the world. While there are still corners where these myths are yet to be fully wiped out, we have surely come a long bold way, and it is safe to believe that we are mere steps away from where we’d wish to be.

***“If people are doubting how far you can go, go so far that you can’t hear them anymore.” – Michele Ruiz***



A. FLORENCE LEKHANA  
MBA - 2B



# WOMEN AWARD WINNERS

Women were considered less compared to men in strength, mind and knowledge. Discrimination based on gender was existing in every country. However, the contribution of women in the world development and in various fields remained no less. During the World War I, when men participated in the war, women had a role to play in the economic development. They were working in various industries and boosting the economic development. It is clear that the contribution of women has always been pretty high, and the examples to prove this statement are several.

The contribution of women in various fields and their achievements can be seen in the list of awards that they have received. Noble Prize has been awarded to 53 women till 2019, that include “Marie Skłodowska Curie” (Poland & France) in the category of Physics in 1903, “Mother Teresa” (India & Yugoslavia) for Peace in 1979, “Toni Morrison” (United States) for Literature in 1993, “Malala Yousafzai” (Pakistan) for Peace in 2014. As per the Noble Prize list, 17 women have won the Noble Peace Prize, 15 have won in Literature, 12 have won in Physiology & Medicine, 5 have won in Chemistry, 3 in Physics and 2 in Economic Sciences. Women have received awards in main categories and this shows the contribution of women in various important fields.

Other than Noble Prize, women have proved their strength in business world too.

- Stephanie Jauquet (Founder & CEO of Cocottes) named BIL Business Woman of the Year 2019.
- Falguni Nayar (Nykaa) was awarded the ET Businesswoman of the year 2019. In the sports field too, there is no doubt that women have been constantly proving their capabilities. Not just in the world as a whole, but also in India there has been a significant contribution of women in sports and in winning awards.
- Dutee Chand became the first Indian woman track and field athlete to clinch a gold medal at the 30th Summer University Games in Napoli, Italy after she won the 100m dash event in July this year.

· Hima Das who won five successive gold medals in different meets across Poland and the Czech Republic in July within 20 days.

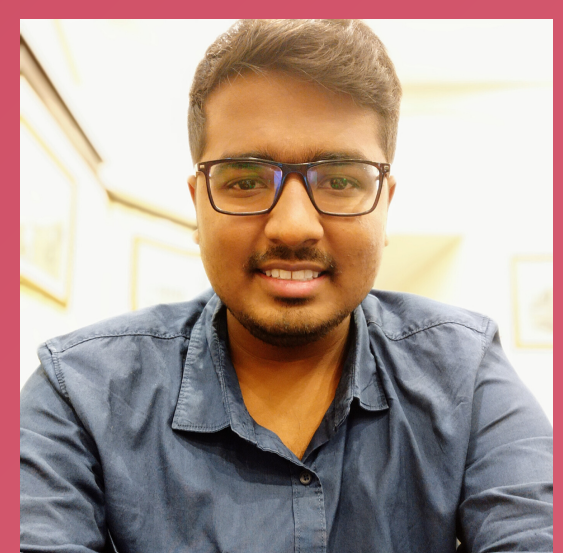
· PV Sindhu on August 25 became the first Indian to win gold in BWF World Badminton Championships.

In addition, contribution of women in Arts, Movies & Entertainment has been no less.

· From Janet Gaynor in 1927 to Olivia Colman in 2018, women have proved their strength in Oscars.

· Amy Hughes, Janet Jordan, Bonnie Kamhi, etc received the Renée Phillips / Manhattan Arts, Featured Artist Art Award for their art work.

The above mentioned are just a handful of them and the women winning awards in various fields has repeatedly been very high. Women are constantly proving their power and there is no doubt that their contributionsto the world are no less than men.



BY, JASON PAUL  
DELOITTE



# ALL WOMEN SPACEWALK-NASA

The first all-woman spacewalk is a milestone worth noting and celebrating as the two astronauts spent their workday floating in outer space and for the first time in history, they were both women. Christina Koch and Jessica Meir spacewalks on October 18, 2019 to replace a battery component on the station's exterior.



Previously, 14 women and 213 men have carried out spacewalks. The first woman was the Russian cosmonaut Svetlana Savitskaya, who went outside the space station in 1984. Even though there have been women space walkers there were never two women space walkers at a time in the history.

Such a walk was supposed to take place in March, but it was postponed because NASA did not have two appropriately sized spacesuits available i.e., the ISS (international space station) had only one medium-sized spacesuit that fits women compared to the larger-sized ones that are made for men. Later NASA unveiled the prototype for a new spacesuit that could be worn by the next crew, expected to include a woman, to land on the moon.

Koch said ahead of the spacewalk “I think it’s important because of the historical nature of what we’re doing, in the past, women haven’t always been at the table. It’s wonderful to be contributing to the space program at a time when all contributions are being accepted, when everyone has a role. That can lead in turn to increased chance for success.”



“And again women prove that there are no boundaries in their achievements.”



B. PHANI HARSHITHA  
MBA-2B



# WOMEN IN UNCONVENTIONAL FIELDS

**Archaeology:** The study of human activities in the past and how they lived is always exciting. We do wish sometimes, to dig deeper and find more about our ancestors and gather some lesser known facts. As we see, the majority of archaeologists are men, but there are some women who have made a significant mark by choosing this career.

ShereenRatnagar is one such person, who has focused on the Indus Valley Civilization. Having worked as a professor of Archaeology at the Jawaharlal Nehru University, Delhi, Ratnagar currently works as an independent researcher in Mumbai.

**Mountaineering :** Climbing the highest peaks, beating extreme climatic conditions and challenging one's body strength, mountaineering requires all of these. Maybe, this is why the fairer sex did not opt for this unconventional career path earlier. Now, we are seeing many women who are daring enough to go against the flow.

Bachendri Pal from Uttarakhand became the first woman to climb Mount Everest and inspired many such women to follow her individualistic path. Apart from Pal, Premlata Agarwal became the first Indian woman mountaineer to scale the seven summits of the world. Following their footsteps, PoornaMalavath, a 13-year old girl made a record by becoming the youngest girl to climb Mount Everest.



Private Detective: When a girl's parents start worrying that she is out after dark, when they make sure a male member accompanies her when she is travelling late at night, and when the family is always worried about her safety, how unusual is it to choose a career which is far from safe? Private detective is one such profession which would not be easily considered by women.



RajniPandit went ahead and broke the stereotype of this male dominated industry by becoming Maharashtra's first woman private investigator. She solved her first case when she was in college and with the family's support she found her career path. She started RajniPandit Detective Services in 1991. She has worked with 30 detectives and solves around 20 cases every month.

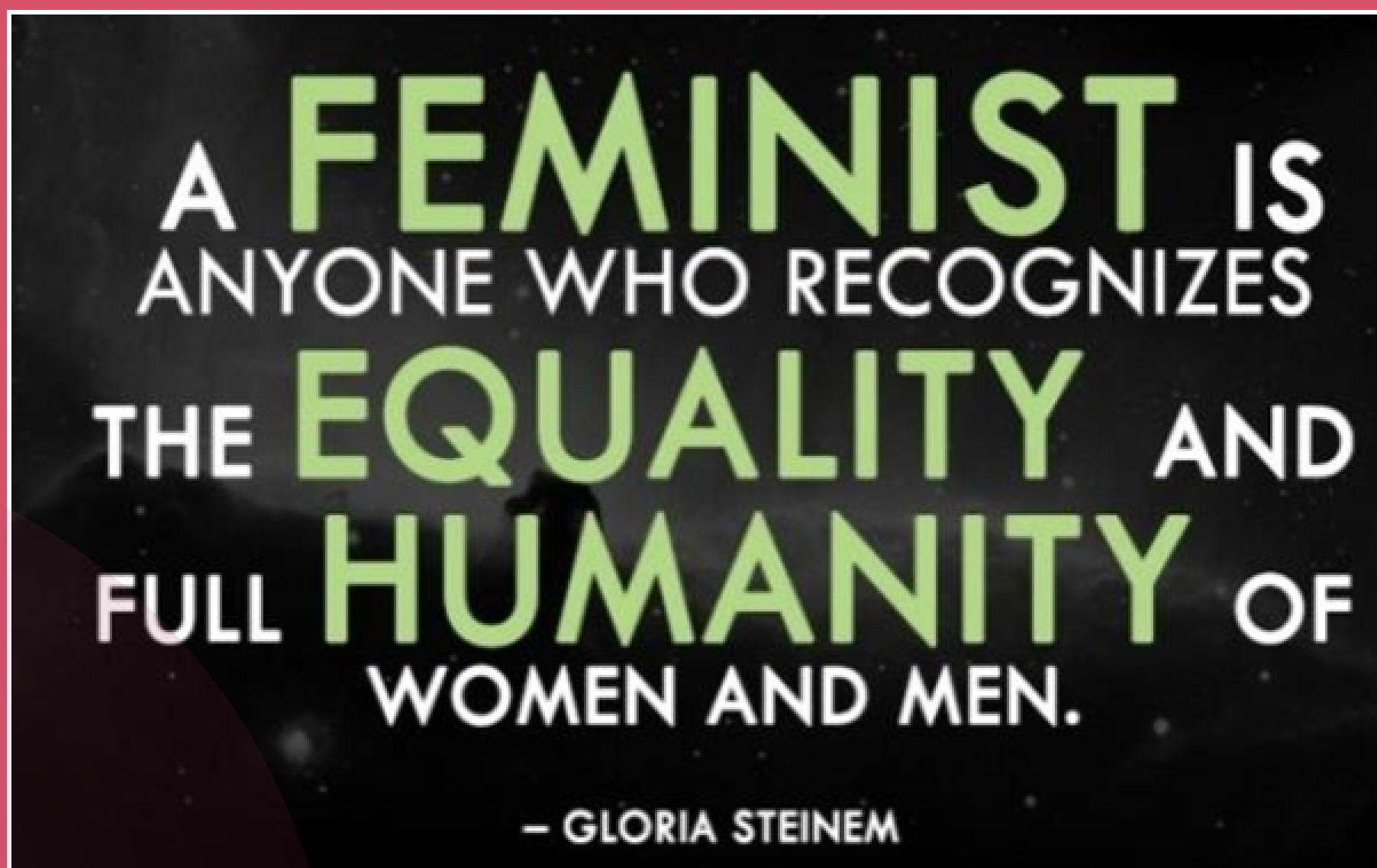


G. S. SUCHETA  
MBA - 1B



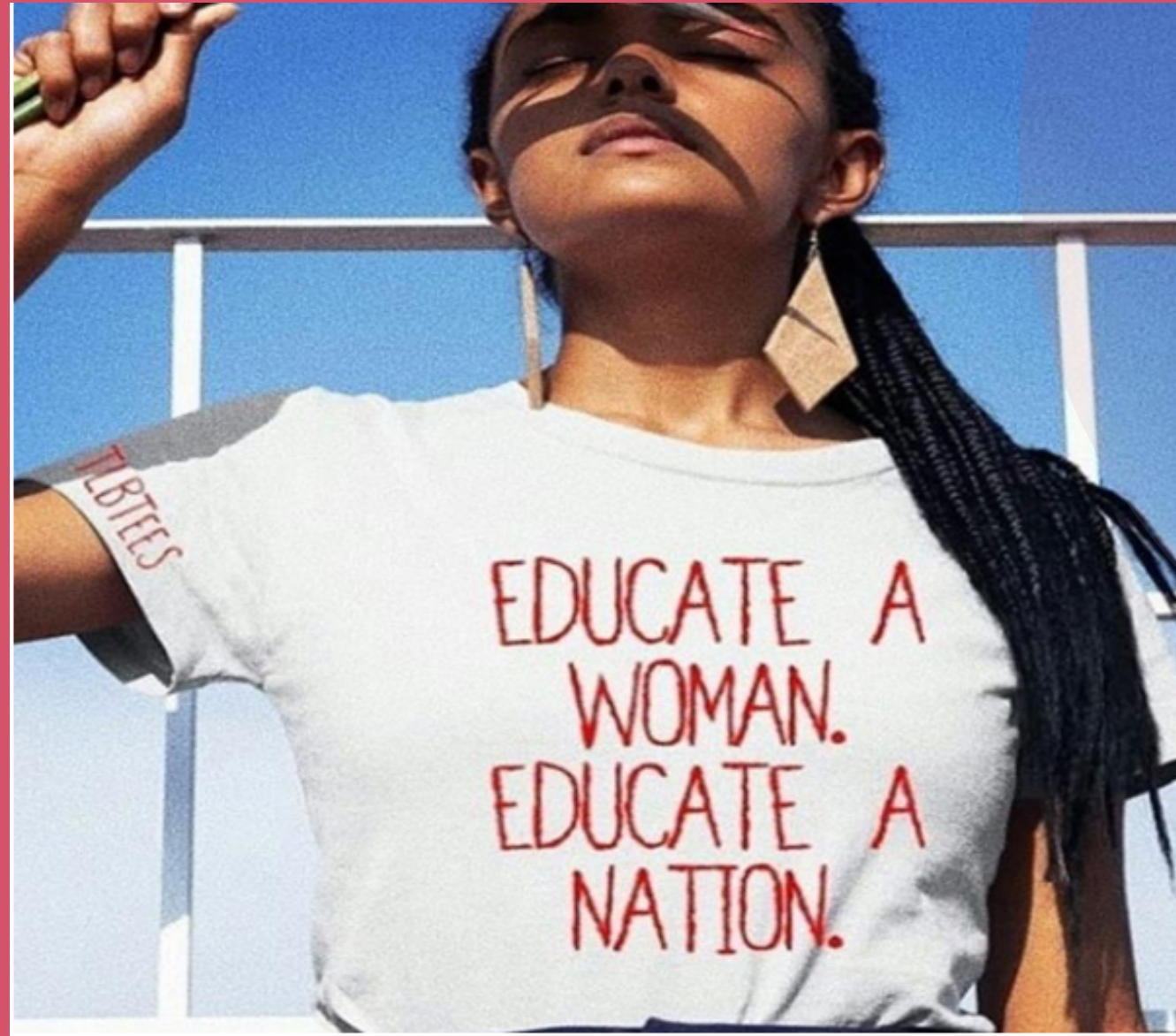
# FAKE FEMINISM

Feminism' usually means a woman's desire to be a strong individual with equal freedom, rights and opportunity like man but not misusing in any way. How can an actress label herself to be a feminist when they project woman as a commodity and object on silver screen. These are the movies where these so-called feminists display the commodification of women by all means. If this is feminism then Sunny Leone must be the champion of all the feminists. Hope she will not come out with a feminist video like this claiming herself to be a real feminist. Fake feminism indeed!!! It has nothing to do with the real emancipation of women which is under-going around the world.



In eighteenth century it was believed that women were incapable of rational thinking; Wollstonecraft put forward the point that women too had the ability to think rationally and deserved proper education. Women's education was also important because they were responsible for the education of the young. There are many great examples of women who struggled for uplifting the status of women and still we find many feminist working around the world for raising the status of women. Feminism does not include self-degradation or the exploitation of women by others. Immoral exposition is not a part and concept of feminism. The choice of both man and woman should be constructive for the welfare of society and not misleading to any wrong direction. It does not mean degradation of moral values. It means liberty and freedom but not misusing of it for any ill-wish. It means I as a 'woman' have equal rights with men but I will not take any extra advantage of it. It means my family should be proud of me wherever I go whatever I do.





Now-a-days many self proclaimed feminists are misinterpreting 'feminism' for commercial & monetary gains. Don't they know that many women since centuries around the world have fought for their individuality and not for the sake of commercial popularity? There was an era when women were confined to the four walls of the houses and were denied to be a part of any educational expertise and career. Further they were forced to marry against their own wish but now this scenario has changed and the credit goes to many strong women in every field, and also to the men who have supported the cause of women emancipation around the world. Still in many parts of the world, women are struggling to survive, to raise their voice against injustice and tyranny inflicted on them. Let the feminism not be defamed by this kind of misinterpretation unacceptable by any true feminist.

So dear Deepika Padukone, women want equal rights/opportunities, good health career/education, not what you are showing. My advice to all the females, 'don't fall for fake feminism, choose your role model carefully. We have many strong women individuals to follow but not these fake feminists.



AKASH JAIN  
BBA IIB



# WHAT IF WOMEN TAKE UP THE ROLE OF MEN FOR A DAY!?

A woman takes different forms- a mother, daughter, sister, wife and plays a very important role in the life of a man. She has the capacity to take care of her whole family all alone. This does not mean that a man cannot do things on his own. But he might have also learnt doing things from a woman in the first place, right? Even in this century there are so many people in this world who think, 'What does a woman even do specially for us?' Moreover, she does all the chores because it is her responsibility and duty to do so. To what extent is this kind of thought process right in today's world? If someone gets sick at home, she is the one to give all her attention to them and to take utmost care of them. But if that same woman gets sick, no one really has the time to care for her (most of the times). At this point, everyone should get a thought, what if women stop being women and take up the role of a man.



If that happens, there will be no one to cook food with love for you, no one to take care when you are sick, no one to help you out with those little things that only she can do, no one to teach you those life lessons which she learnt from, no one to clean your mess up, and finally no one to shower all the love in this world. One thing that surprises me though, is how a woman is capable of being a man (that is, can do the things that a man does), but a man can never be a woman.



N. HIMA VARSHITA  
MBA 1ST YEAR



# PUBLIC ON FEMINISM

No one can deny that the topic of feminism is a thrilling one. Millions of people around the world support this movement. Yet, there are loads of those who criticize the movement and express the concern of its scope. Feminism is a historical, political and social movement of women who spoke for political, economic, social, and personal equality between sexes. Only because of feminism, women can vote, go outside not accompanied with men, visit bars and cafes without a convoy of men, study at schools and universities, wear whatever they want and work wherever they want. Modern feminism is called fourth-wave feminism and is aimed to fight contemporary challenges. Thousands of women face these problems daily. Issues like sexual assault and harassment ruin their lives, careers, and personal relationships – no need to mention the damage to mental and physical health. This is exactly why the topic of feminism is not only up-to-date but also worthy of examining and highlighting. Recently a survey was conducted where we asked the youth aged between 18-35 years, “What according to you is feminism?”



Multiplerespondents of the survey stated that ‘Feminism’ means women having ‘equal rights’. But do we really give them equal rights? First, there are women in the workplace. Women are still not paid equally with men. Many people believe that women shouldn’t have jobs, and should simply cook and take care of the children. There is absolutely nothing wrong with this, but the problem is with people thinking that is all women are capable of doing. Another response from the survey said, “It’s a right to be yourself; it’s a right to choose and live the way you deserve”. When I tell people that I am a feminist, people automatically assume this means I hate men. I am insulted for simply speaking out and saying that I want to be treated equally with men. Responses also included “Feminism doesn’t mean that you say women are right even if they have done something wrong” and “Feminism is not about dominating the rights of the male but to fight for the rights of women” which in my opinion, is what should be kept in mind when talking about the term Feminism in any context.



Some more interesting responses received included-

“Feminism is an unnecessary topic in INDIA if Hinduism is glorified. The degradation and its great philosophy is the root cause of the problems on this earth. The only solution is HINDUISM, if the Dharma is properly followed; there will no problems for female and male. The problem is we have adapted various things from other cultures which we call it as modernization and globalization. What one needs to understand is growing doesn't mean adapting to new things but to judge what's right and what's wrong. The righteous Dharma is Hindu Dharma and it gave a beautiful life lesson in its religious books. Feminism became hatred towards the male saying India is a patriarchal society. To find the right answers one should know that BHARATH was never against women empowerment, Feminism got highlighted because of the bad influence of other cultures.”

*“Elongated Women Empowerment”*

*“It is a power.”*

*“Right to fight against female injustice.”*

*“Feminism is advocacy of woman's rights on the ground of equality of the sexes.*

Every human deserves equality in all the grounds. No human being likes to be ill-treated and oppressed same goes to women. India is a country where patriarchy rules, so woman deserve equal treatment. A Real Feminist doesn't hate their fellow gender but needs equality in all the grounds” We live in a country with varied thoughts, beliefs, and opinions. The survey goes on to prove this point. The responses received have covered various grounds, but what remains is how the term “feminism” is not fully perceived in its right sense by every individual in a given crowd. While there are several that understand its true meaning, “several” is not “all. There is still a need for the right awareness to be spread.

Feminism is still important today, even though the struggles are different from what they were in the past. Women are still not treated the same in the workplace. There are many misconceptions against which feminism stands for. Feminism today is simply about women having equal rights and being treated equally to men. We've come so far from where we were, so why stop now?



ARYA NANDAN  
BBA 3RD YEAR

# NARI, SAREE AND SCRUMPTUOUS FOOD!

From Gicha Silk Sarees to terracotta earrings. From Mughlai food to Mojitos. From a small painting on her bathroom door, to being awarded as Upcoming Creative Designer of the year, Sravanthy Anand Thope has done it all!

As a student of Business Administration, I have heard about all these Business Gurus who have made a name for themselves like Indra Nooyi, former CEO of PepsiCo, Chanda Kochhar, former MD and CEO of ICICI Bank, etc. I am sure you've heard of these names too! And why have they become so prominent? Because these splendid and exemplary women, are one of those who have risen above all the adversities to rise up the organisational ladder, pushing themselves past the glass shielding prevailing in the corporates, enunciating their ideas to be heard and followed by all, and above all, the courage to believe in themselves.

Well, we can read about the success stories of all these women online. But I am fortunate enough to meet Sravanthy Anand in person and learn from her experiences, how she created a brand well known among the high-end ethnic wear boutiques of Hyderabad.

Sravanthy was a student of Osmania University, Hyderabad, who graduated in Bachelor of Arts. She always had this passion for creativity and is a born artist. She makes everything she touches, look beautiful and adds a touch of ethnicity to it. Her distinguished style is what she has been known for. "It seemed like the toughest thing ever to start my own boutique, but looking back, it feels so simple", says Sravanthy. She said that she was keen on starting her own ethnic clothing line since the day she graduated from college. She also got a seat in the National Institute of Fashion Technology in Bangalore, but her parents wouldn't let their only daughter stay away, and thus, she had to forgo the opportunity. Yet, she did not give up. With what started as a hobby during her college, she created beautiful paintings and motifs on sarees.





Soon, the word spread and she started her brand “ATTIRE CREART”, above her house in a small room. She vividly remembers the day she hired her first set of employees, “I hired one person to do the maggam work and one person to procure the materials, and boy did I feel like I owned a business for the first time ever.” It slowly grew to such commendable levels that she has her own store in Somajiguda, Hyderabad. But, she did not stop just there. “I absolutely loved Nawabi and Mughlai food, especially Galouti Kebab”. She followed her passion for food as well and started her own restaurant called “The Nawabi Palate” right next to her boutique in Somajiguda. Listening to her speak about her journey so far, made me realize how important it is to have courage to act upon your dreams. Everything she has done so far is because she was brave enough to do what she loved. She is one of those handful people who have aligned their work with their passion, and is doing it in the best way possible. She has strived so hard, worked tirelessly to create unique designs. She has stayed up nights designing her restaurant’s layout and ambience. Many girls aren’t given the opportunity by their family to do something out of the box, something that..... may or may not work out. Sravanthy followed her passion, despite her family being apprehensive about the idea of starting her own clothing line. I think back about my conversation with Sravanthy, and can sum up her journey in three words- Perseverance, Courage and flamboyance. It gives me the courage to dream, to aspire, to stand against all odds with a pinch of patience and a glass full of nerve! That’s all we ever need.

As Rupi Kaur, rightly said through her poem, “we all move forward when we recognize how resilient and striking the women n around us are” Little did I know, that the girl I oh so dearly called “Sravu akka” has accomplished so much. Every woman in our lives has lived a story to tell, no matter what age they are. They teach us so many important lessons. They teach us how to live without fear, even when nobody has confidence in us. They teach us that we may be stereotyped as fragile and delicate, but we are tougher than a diamond. We need to celebrate our womanhood and feminity, now more so than ever!



TEKKAM NIDHI PRAVALIKA  
MBA-1B





# B-CHRONICLES



# BUSINESS HIGHLIGHTS

## ***Chandrayaan 2: Vikram Lander's Impact Site has been Located :***

Impact site of Chandrayaan 2 Vikram Lander is identified. A picture was made public for the first time to show the site and the debris field. Also, an Indian computer programmer and mechanical engineer, Shanmuga Subramanian has identified a piece of debris which was at a distance of 750 meters northwest of the main impact site. Subramanian's efforts were appreciated by the John Keller, deputy project scientist of the LRO mission at NASA on Twitter saying that it must have taken a lot of time and effort on his part.

## ***Bharat Heavy Electricals commissions India first lignite based 500 MW thermal unit :***

Bharat Heavy Electricals Ltd (BHEL) commissioned the first lignite-based 500 MW thermal unit of the 2x500 MW Neyveli New Thermal Power Project in Tamil Nadu. The country's first lignite-fired 500 MW power plant, but also its highest-rated pulverized lignite-fired thermal unit commissioned. The project manufactured by BHEL at its Haridwar, Tiruchi, Hyderabad, Ranipet, Bhopal and Bengaluru works, while the construction of the plant undertaken by the company's Power Sector - Southern Region, Chennai. It successfully delivered higher-rated units of 600 MW, 660 MW, 700 MW, and 800 MW thermal sets with a high degree of indigenization. Its strength of an installed base of over 1,85,000 MW of power plant equipment coupled with its vast experience with Indian coal and conditions.

## ***Wipro to launch skilling platform to train 10,000 engineering students :***

Wipro partnered with Nasscom to launch a skilling platform for new-age technologies like AI that will reach 10,000 students over 20 engineering colleges in India. Future Skills will bridge the industry-academia skill gap and help students keep pace with emerging technologies. It is a part of Wipro's Corporate Social Responsibility program, TalentNext. The Future Skills is a platform built to bridge the industry-academia skill gap with the emerging technologies Artificial Intelligence, Big Data, Cloud Computing, Cybersecurity, and Internet of Things (IoT). This will create a talent pool of students, certified by Wipro and Nasscom. The aim to add 90 million working professionals to the industry by 2030 and the partnership with Wipro will ensure they possess the right skills to be employed.



### ***RIL became first Indian firm to cross Rs.9.5 lakh crore m-cap :***

Reliance Industries Limited (RIL) became the first Indian firm to cross the Rs.9.5 lakh crore market capitalization mark. Reliance Industries share price rose up to 3.66% to Rs.1,511.9 compared to the previous close of Rs.1,458.50 on BSE. In October 2019, RIL hit the milestone as the first Indian company to cross the staggering Rs.9 lakh crore market-cap mark. RIL's share rise: The rise in RIL share price comes after Vodafone India and Bharti Airtel announced a tariff hike from December. The tariff hike by the telecom will attract more subscribers for Reliance Jio. TCS: TCS stands next to RIL in terms of market capitalization. It recorded an m-cap of Rs.7.91 lakh crore on BSE. TCS's share price was trading 2% lower at Rs.2110 on BSE.

### ***Infosys, TCS, HDFC among 17 Indian firms in Forbes :***

The 17 Indian companies, including Infosys, TCS and HDFC named in the list of World's Best Regarded Companies compiled by Forbes. IT major Infosys has been ranked third in the list of World's Best Regarded Companies, along with global payments technology company Visa and Italian car-maker Ferrari on the first and second position, respectively. Infosys jumped to the third spot from 31st position in 2018. The Infosys leading position headlined an Asian invasion in the rankings," Forbes said. The other top ten companies in the list for 2019 are Netflix at the 4th position followed by PayPal (5), Microsoft (6), Walt Disney (7), Toyota Motor (8), Mastercard (9), Costco Wholesale (10). Indian companies Tata Consultancy Services (22nd position) and Tata Motors (31) featured among the top 50 in the coveted list. Indian Companies The Indian companies in the list include Tata Steel (105), Larsen & Toubro (115), Mahindra & Mahindra (117), HDFC (135), Bajaj Finserv (143), Piramal Enterprises (149), Steel Authority of India (153), HCL Technologies (155), Hindalco Industries (157), Wipro (168), HDFC Bank (204), Sun Pharma Industries (217), General Insurance Corporation Of India (224), ITC (231) and Asian Paints (248). The US dominated the list as it is home to 59 of the 250 companies in the list. The next three most-represented countries are Japan, China and India. Japan, China and India together house 82 companies on the list, up from 63 last year. Forbes partnered with Statista to cull our annual list of the world's 2,000 largest public companies down to the top 250 best-regarded businesses ranked based on trustworthiness, social conduct, the strength of their products and services and how they fare as employers. To gather data, Statista surveyed 15,000 respondents from more than 50 countries.



VAISHNAVI GUPTA  
MBA-2B



# WOMEN ENTREPRENEURS THAT MADE IT BIG



Women have been doing wonders in most of the fields of life. Every sector has seen talented woman professionals giving a tough fight to the novice in their respective world. Entrepreneurship was once considered a man's domain, but the tide has shifted now. Women entrepreneurs are seen making big waves in this male-dominated society.

We see excellent women doctors in all over the world like Tamika Cross who are serving the humanity in an inspirational way. We see excellent women athletes like Maria Sharapova who are making women proud in a way that they are not far behind men in sports. We see top business women like Sheryl Sandberg who are a role model for not only girls but men as well.

Women entrepreneurs in great numbers have risen in last few years from all over the world. If we say, that women are now leading men in many fields then it will not be wrong at all from tech industry to health care, women are recreating the eco systems.

Below are the names of few women entrepreneurs who have greatly influenced the business world:

1. Cher Wang: Cher wang is the founder of the billion-dollar tech company HTC which is focused on creating new and innovative smartphones. Despite slumps in the market, Wang strives to turn the business back around and create new devices to boost sales. Her net worth is \$1.6 billion as per 2018.

2. Oprah Winfrey: No list of the top women entrepreneurs would be complete without Oprah. Her estimated net worth is \$ 2.7 billion, it's no wonder she can afford to hand out free cars to her audience members, her fortune has been largely down to creating television that women love to watch. She has gone to excel in many other forms of media. As for being influential, she has had president Obama on her show twice.

3. Indra Nooyi: IndraNooyi is one of the most powerful women in business. She is currently chairwoman and CEO OF PEPSICO which is the second largest food and drink company on the planet. She has not only excelled in business but also in academia, earning degrees in physics, chemistry and mathematics as well as MBA in management, she then went to earn a master's degree in public and private management at Yale.

4. JK Rowling: JK Rowling is a novelist, film producer and screenwriter by profession. Her net worth is estimated as \$54 billion as per 2018. The British novelist JK Rowling faced her fair share of obstacles and rejection when she was trying to publish her first book, Harry Potter and the Philosopher's Stone. Once she managed to break through the publishing barriers, though JK Rowling's books became an instant hit seemingly overnight, turning the book series into films, merchandise and even adventure parks.

5. Kiran Mazumdar – Shaw: Kiran Mazumdar – Shaw is not only known for her staggering wealth but also for being India's first female entrepreneur. She founded the business Biocon in 1978, which focuses on biopharmaceuticals which are sold in 120 countries across the world. Her net worth is \$3.4 billion as per 2018.

“There are many other names which are also performing great and are empowering women by their efforts and services. Becoming an entrepreneur isn't easy, but these inspiring women have prove that with right amount of passion, diligence and dedication, you too can build your own empire. Thanks to every single lady who is an entrepreneur in any corner of the world.”



VISHAL ROY,  
MBA 2 (A).



# IN THE MEMORY OF KINGFISHER AIRLINES

In the dynamic business world, there once existed 'KINGFISHER AIRLINES' which was owned by United Breweries Group. It was established in 2003. The airlines started its commercial operations on 9 May 2005 with a fleet of four new Airbus A3-20 200s operating a flight from Mumbai to Delhi, and international operations were started on 3 September 2008 by connecting Bengaluru with London. The Kingfisher's headquarters was located in Kingfisher house in Vile Parle east (Mumbai) and later moved to Andheri (east). Its registered office was located in UB city (Bengaluru). In November 2005, during the world economic forum, the airline CEO Vijay Mallya announced the airline's intention to launch an IPO to raise 200 million dollars for the airline's expansion and possible takeovers.

Until December 2011, Kingfisher Airlines had the second largest share in India's domestic air travel market. It had plans to launch long-haul flights to cities in Africa, Asia, Europe, North America and Oceania with deliveries of new aircraft.

Ever since the airline commenced operations in 2005, it reported losses. It was believed that Vijay Mallya and his team failed to follow due diligence with the airline and this brought down his empire. Mallya indicated that his solutions were for the government to reduce fuel and taxes. In December 2011, for the second time in 2 months, Kingfisher's bank accounts were frozen by Mumbai income tax department for non-payment of dues. After nearly 3 years of the bankruptcy of Kingfisher Airlines, Vijay Mallya left for UK and never turned up to the court orders. If Vijay Mallya maintained all his business transactions in a proper way, he would never have gone bankrupt and his airline would be ruling its empire not only in India but internationally too.



NEHA SONI  
BBA 1B

# LATEST TECHNOLOGIES IN BUSINESS



It is no secret that technology has taken over multiple areas today, and changed our ways of living for good. Business is no different. Technology has brought about numerous changes in the business world, making various business activities easier and more efficient. Let us look at a few latest technologies that have changed/ can change the business game on various levels, increasing the number of technology-driven organizations to a great extent.

## AI:

We cannot be talking about technology without the mention of Artificial Intelligence. It is everywhere. From simple everyday tasks to big crucial ones, we use AI on a daily basis. And with its potential best realized and put to best use, organizations can benefit immensely from AI. AI is machines imitating human intelligence to perform operations lot quicker than humans. This can improve businesses in multiple different aspects as humans concentrate on the more important decision making while leaving strenuous tasks for machines to work on quickly and more efficiently.

## ML:

Machine Learning is another one of those technological advancements that is sure to change and improve the way businesses work, if it hasn't already. This technology enables machines to learn and improve their processes according to the requirements, with time and experience. Machines can work and improve on their performance to provide better results in areas like observing and predicting customer behavior, detecting defects and frauds, etc. with zero human intervention. This can boost an organization's performance while automating and improving various business processes.





### IoT :

Internet of Things is a network of various physical machines that are connecting to the internet. From smarter security to improved customer support, from real-time control over business processes and operations to increased employee productivity, IoT is able to tackle most areas of a business with ease of accessibility and effective user experience. It makes collection and usage of business data across platforms easy in order to make effective, informed business decisions.

### AR :

Another really cool technology that, knowingly or unknowingly, we might have all encountered is Augmented Reality. As the name suggests, it is a technology that changes, adds effects to, and enhances the real world. From Google Maps to try-on frames on Lenskart, AR has been making its appearance on multiple platforms. The effective use of AR can help businesses grow on various levels. From giving potential customers an opportunity to try on products before making the purchase (retail) to acting as a virtual assistant to clarify customer queries (customer service), the potential benefits of AR in businesses are practically endless.

Technology has and will continue to evolve and take over most platforms. Businesses that fail to make the best use of these technologies or to evolve alongside them will not only miss serious competitive advantages, but also struggle to exist in a world that is being equipped by new advancements in technology by the hour.



A. FLORENCE LEKHANA  
MBA – 2B

# PUZZLE

A L W A H C A N A P L A K J A E T L A H P M P M J  
G L X J V G E V U K M D N Z S N L A H T A W U I W  
K A I Z S K L Z Y A N V G W E C N C F R E I N B T  
H Q B V C J S R L A X J Z V R G D E Y J V W U G Z  
L A G P R C E N L J W K M O E O A K F E D L T X L  
I X H J O U F B T X N I D W T E O A S R W X R N O  
W X S N Q Z N U P L C R J U R M K S Q V A C Y P I  
O O X D I A F R I H V A Q Z E W C M V N U N R R A  
N Y Q Y I S L M E O Z N E W H Y P F H M W G K A P  
J F F L N T A L Y N E B F T T T R H V Z D Z X J F  
C M I D Q U L M W U H E J Y O M Y L Q T H G E O V  
C L H I M E L Q I O D D Q S M L N Q S W I F X M T  
C E L Z O T R S A N Z I A L A L A M X L C K Y T W  
D B P B Z D J D E H U X X H D V U S R B V Y K W N  
O R A C C H F G N O B R C B X O L X Z R C E U R E  
C M X V N O D Q S O Q Y A V L R T T Z K V V U F B  
A M B U L J O D Y L V C E S N X N U F B L C K N C  
Y O E D F S F V Z B H I R A O E E J C J O Q L F P  
X P U Y V D L J Q P Q H T D B M I H W B L K M Y C  
R B E U B Y R C A S K S T Z P R N Y D U H V M G P  
V P S X Z G N Q X N X B U N C E W N W S U D A R T  
U S Y I P F Z U I T J X Q Y S P R X R Z S J T V I  
G G C M D X S F M J S M A R I E C U R I E G Q G L  
F M A K P U S T Q R G P U I P I V U Q B F J X M M  
Z X D B Y C L I T G O S M L A M D B W F I L A B I

Flip the page to find the key when you're ready!



**Michelle Obama** : First African American FLOTUS (First Lady of United States), Michelle LaVaughn Robinson Obama is an American lawyer, university administrator, and writer. She is the writer of the powerful and inspiring bestseller “Becoming”.

**Arunima Sinha** : A national level volleyball player who met with an accident after which one of her legs had to be amputated, Arunima Sinha went on to become the first female amputee to climb Mount Everest. She is also the first Indian amputee to climb Mount Everest.

**Kalpana Chawla** : Someone who needs no introduction, Kalpana Chawla was the first Indian woman to go to space as a mission specialist and a primary robotic arm operator in the year 1997.

**Anne Frank** : A Jewish teenage girl living in Germany, Anne Frank wrote in her diary accounts of World War II. By the end of the war, only Anne’s father had survived who decided to publish her diary. Till date, The Diary of Anne Frank remains the most powerful and raw description of life during World War II.

**Marie Curie** : A physicist and scientist, Marie Curie has made a mark in the history of science and research for discovering two elements (radium and polonium), radioactivity and developing a portable x-ray machine. She was the first person to win two separate Nobel Prizes- for physics and for chemistry.

**Lilian Bland** : First woman in the world to design, build and fly an aircraft, Lilian Bland was a sports photographer and journalist. On being turned away from riding in the Grand National for being a woman, she tried her hand at flying!

**Mother Teresa** : The first Indian woman to win the Nobel Peace Prize, Mother Teresa founded several Missionaries of Charity and devoted her life to social work.

**Mary Kom** : The only woman boxer who has won a medal in each of the six World Championships, Mary Kom was also the only Indian woman boxer who qualified for the 2012 Olympics. She also went on to become the first Indian woman boxer to win a gold medal in Asian Games in 2014.

**Malala** : Malala Yousafzai from Pakistan is known all over the world as the 15 year old who survived a gunshot in the year 2012 as a result of publicly voicing out about women’s right to education. At 17, she went on to become the youngest ever recipient of the Nobel Prize.

**Kiran Bedi** : Joined Indian Police Service (IPS) in 1972, Kiran Bedi became the first woman officer in India. She also went on to become the first woman who was appointed as the United Nations Civil Police Adviser.



# ABHYAS CLUB



BLANKET DISTRIBUTION DRIVE



# COVER PAGE ART SUBMISSION



**JEEVANA SRAVANTHI**  
**MBA 1ST YEAR**



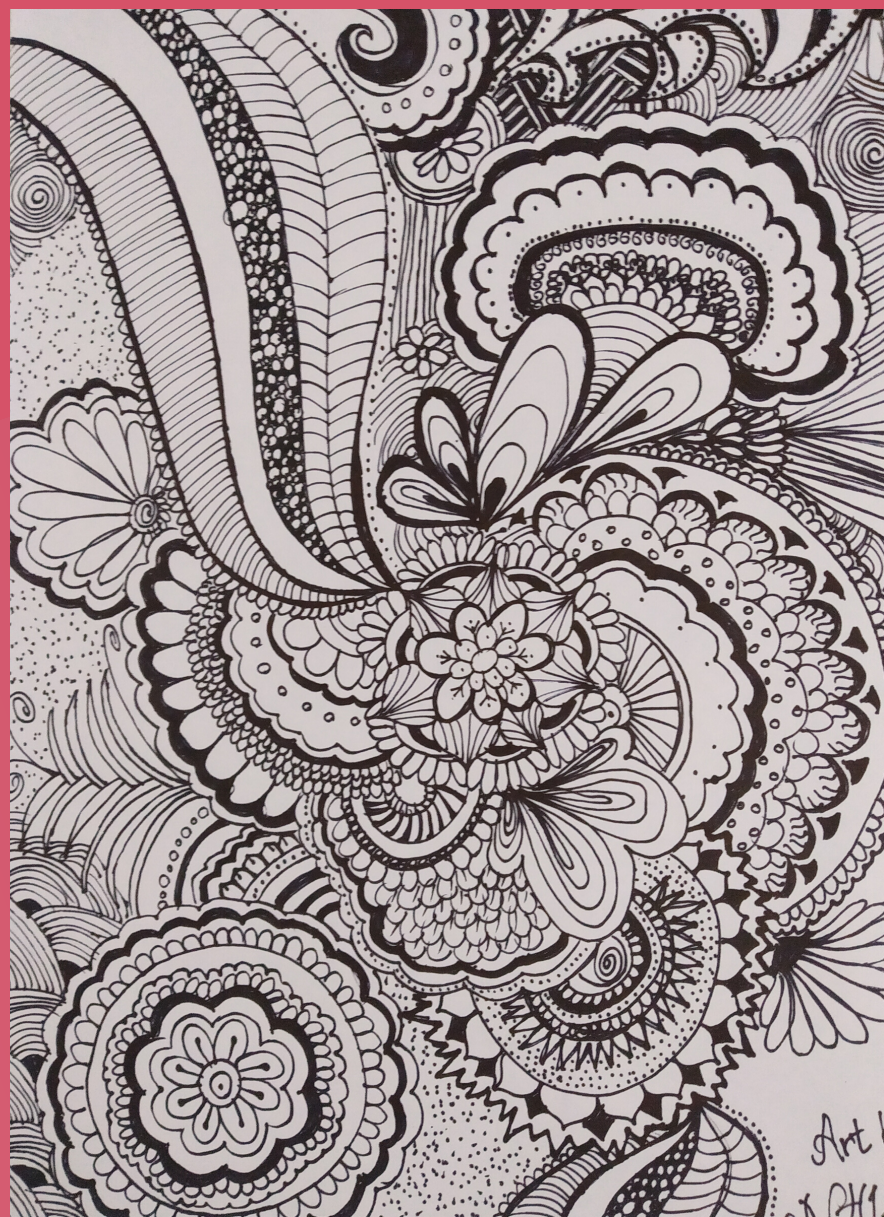
**MADANAPALLY MANASA**  
**MBA 2ND YEAR**



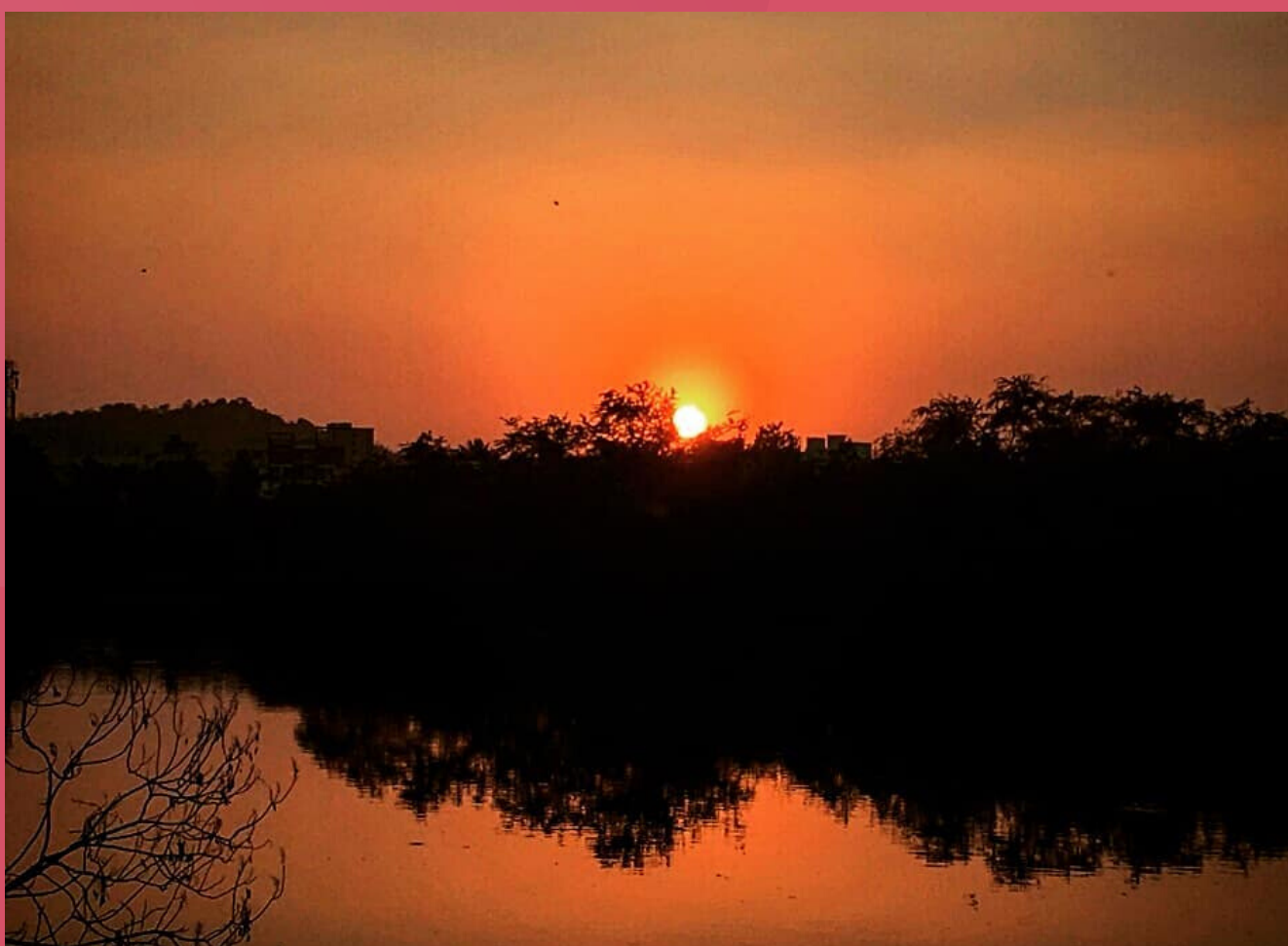
# TALENT HUB



**SAGAR THIRUGAMALLA**  
**MBA 2ND YEAR**



**N. HIMA VARSHITA**  
**MBA 1ST YEAR**



**VAMSEE KRISHNA**  
**MBA 1ST YEAR**







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