



**Perseverance is our cult...  
Success is our obsession**



Estd. in July 2004

**ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY**

(NAAC Accredited; Affiliated to GGSIP University, Delhi)

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*annual magazine*

# manthan 2016



*Let the journey Begin,  
Together we achieve more...*



Estd. in July 2004

**ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY**

(NAAC Accredited; Affiliated to GGSIP University, Delhi)

**GREATER NOIDA**

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Student Editors  
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Nirita Kumari  
Vikram Kumar Singh Salaria

Manthan  
Team



annual magazine  
**manthan** 2016

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## MESSAGE FROM PATRON

Lt Gen Rajan Ravindran, VSM  
General Officer Commanding

“ THE INSTITUTE, DURING THE PAST ELEVEN YEARS HAS CREATED A NICHE IN DEVELOPING MANAGEMENT PROFESSIONAL AND LEADERS. THE EMPHASIS HAS ALWAYS BEEN ON VALUES, ETHICS AND INNOVATION.

Greetings to all,

Through the medium of this new edition of “MANTHAN” I wish to convey my best wishes to the Students and Staff of Army Institute of Management & Technology. The Institute, during the past eleven years has created a niche in developing management professional and leaders. The emphasis has always been on values, ethics and innovation.

The Institute Magazine is a platform to showcase the growth of students, their creative writing and their achievements in various fields. Students in AIMT have displayed remarkable growth in academics and non-academic activities, with infinite zeal and dedication.

I extend my best wishes to the Director, Faculty and Students for all their future endeavours. Let me also take this opportunity to wish everyone a glorious and prosperous 2016.



## MESSAGE FROM CHAIRMAN

Maj Gen Rajesh Sahai, AVSM, SM  
Chief of Staff

“ “MANTHAN” NOT ONLY PROVIDES PLATFORM TO SHOWCASE TALENT OF VIBRANT AND CONFIDENT AIMTIANS BUT ALSO HIGHLIGHTS THE ACHIEVEMENTS AND EVENTS OF THE INSTITUTE DURING SESSION.

Dear Readers,

It is a matter of great pleasure and pride that AIMT is bringing out its fifth edition of Annual AIMT magazine “MANTHAN”. Army Institute of Management & Technology has created a unique niche for itself in such a short span of time by meeting up the expectations of industry and Education system.

“MANTHAN” not only provides platform to showcase talent of vibrant and confident AIMTians but also highlights the achievements and events of the Institute during session. It is a unique blend of creative writing, reflecting emerging issues, emotional expression and intellectual drive presented by the students. This edition has taken a different approach to suit every reader.

On behalf of the Managing Committee, I would like to extend our wishes to the Director, Faculty, Staff and Magazine Team for striving hard in the pursuit of excellence.



## MESSAGE FROM DIRECTOR

**Dr. Pawan Gupta**  
Director  
AIMT

“ THIS IS OUR FIFTH EDITION IN A ROW WHICH HAS A UNIQUE FEATURE OF ALUMNI CONTRIBUTION. THE PERVADE ENTHUSIASM IN OUR STUDENTS IS HIGHLY APPRECIATED AND I WISH THEM LUCK TO STRIVE FOR SUCCESS.

It gives me immense pleasure to welcome you to the creative world of Army Institute of Management & Technology. I firmly believe in the words spoken by Jim Rohn – “Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals.” The magazine records the success, creative work and talent of students along with their faculty.

This is our fifth edition in a row which has a unique feature of alumni contribution. The pervade enthusiasm in our students is highly appreciated and I wish them luck to strive for success. This magazine is a reflection of our young minds that will not only shape the future of our nation but also carry it in their heart. This is one of the finest efforts to channelize their provoking thoughts on social issues, domain specific articles and light hearted expressions.

I compliment the Editorial team and all those who participated into various sections namely Prime Spot, Writers’ pen and Snapshot of our magazine “Manthan”. The team has done a remarkable task of sculpting them together into one and keeping up the benchmarks.

Happy Reading and Best Wishes.



## MESSAGE FROM EDITOR

**Prof. Shikha Bhardwaj**  
Editor in Chief

“ THIS MAGAZINE IS A BOUQUET OF ARTICLES, POEMS, THOUGHT PROVOKING SOCIAL ISSUES AND HEART TOUCHING STORIES. AS FOR THE PROMISES THAT LAY AHEAD, WE ENSURE TO BRING OUT BEST OF AIMT, WITH EACH EDITION OF MAGAZINE.

Dear Readers,  
It is with much joy and anticipation that we are releasing our fifth edition of Manthan – An Annual Magazine of AIMT 2016. On behalf of Magazine Editorial Team, I would like to extend a very warm welcome to the readers. I take this opportunity to thank our authors, editors and coordinators, Technical team and all of whom have volunteered to contribute to magazine. I am also grateful to our Management, Director Sir, Faculty, Staff and Students for their constant support throughout the journey of Manthan.

Manthan is an annual Magazine of Army Institute of Management & Technology which truly reflects the creativity and power of expression of our young AIMTians. This magazine is a bouquet of articles, poems, thought provoking social issues and heart touching stories. As for the promises that lay ahead, we ensure to bring out best of AIMT, with each edition of magazine.

Finally, we wish to encourage more contributions from student, staff and faculty. Authors, reviewers and guest editors are always welcome. We also welcome comments and suggestions that could improve the quality of the Magazine.

Thank you. We hope you will find Magazine informative.

Happy Reading!!!!



Associate Editor  
**Prof. Rahul Verma**

## MESSAGE FROM ASSOCIATE EDITOR

It gives us great pleasure to bring you the Fifth issue of Manthan, the college magazine of AIMT. The name and fame of an institute depends on the caliber and achievements of its students and teachers. The role of a teacher is of a facilitator in nurturing the skills and talents of students. This magazine is a platform to exhibit the literary skills and innovative ideas of teachers and students. Manthan presents the achievements of students and contributions of teachers. We would like to place on record our gratitude and heartfelt thanks to all those who have contributed to make this effort a success. We profusely thank the management for giving support and encouragement and a free hand in this endeavor. Last but not the least we are thankful to all the authors who have sent their articles. We truly hope that the pages that follow will make an interesting read.

## Student Editorial



**Bhawna Bhardwaj**



**Vikram Singh Salaria**



**Nirita Kumari**

Every year college brings out its own magazine which is named as Manthan. It is published which is a truly literary & creative document of the talents of our students. The Magazine committee is composed of the Faculty editor and student editors. It also provides a panoramic view of the cultural, academic, sports and literary activities & achievements of the college during that academic year. The purpose of the magazine is to provide a platform to the students and staff to give expression to their original thoughts and thus develop an important aspect of their personality. It is published which truly reflects literary & creative orientation of AIMTians.

# AIMT

## A SPECTACULAR JOURNEY

*Strive to achieve a unique blend of academic excellence and managerial skills to addresses needs of the business environment in a manner that lets each participant achieve this potential in a value added, character - centric mould fostering holistic development of youth*

## A snapshot of Institute and facilities

- The Institute runs Master in Business Administration (MBA) which is a two-year full time course spread over four semesters.
- The programme is approved by AICTE and affiliated by Guru Govind Singh Indraprastha University, New Delhi.
- The course capacity is 120 seats and admission is made on the basis of CAT/ CMAT/ XAT followed by Ground Discussion and Personal Interview.
- The only Institute accredited 'A' by GGSIP University.
- The only Institute to cater to the Army Wards for Management education in Northern India.
- Accredited by National Assessment and Accreditation Council (NAAC).
- An ISO 9001:2008 certified Institute.
- Accredited by International Accreditation Organisation (IAO).
- Well equipped air conditioned class rooms with LCD projection system.
- A highly motivated and experienced core faculty with strong research orientation.
- 100% hostel facility with 24-hrs power back up separately for girls and boys.
- Modern air conditioned dining hall.
- Member of Confederation of Indian Industries (CII)
- Regular participation of students in intra and inter Institute scholastic and Co scholastic activities.
- An elegant cafeteria and auditorium adjoining academic block to enhance learning in conducive environment.



# WALKING DOWN THE MEMORY LANE

*Editor-in-chief*

Today was unlike all other days of a week. My normal day is full of struggle to achieve targets, meeting clients, following checklist and of course waiting for "Coffee Breaks". So I was engaged in the same as usual. But suddenly I got a call from a landline number starting with 0120 and I ignored. Again I got a call from same number....I was like.....not again but then I saw again it was 0120-2329512....I reminisce and recalled. Oh! It's AIMT number. I was so happy and thrilled. Now I was feeling sad for not attending. Finally around 6.00 pm, I got a call from same number, without wasting time, I picked up.

Somebody said "Good Evening Sir, I am Shiv Mangal from AIMT 10th batch. I called you in morning also. How are you? I would like to invite you for Alumni Meet." I replied "Fine, thank You". I asked "How is AIMT? What's new? What time and date is Alumni Meet". He replied "On 18th October, 3.30pm onwards. Everything is awesome but we wish to see you on Alumni Meet". He wanted my confirmation and I said 'Yes'. I was happy, excited, mix of emotions and nostalgic.

With this call I started traveling to memory lane while recalling about time spent in AIMT and really felt.... time flies. I was flooded with thousand of thoughts. I joined in fifth batch as an introvert, shy and under confident student. A person with full of energy and enthusiasm but lacks initiative. On my first day, I entered the campus with high hopes and dreams, highly impressed with lush green campus. While walking down to hostel a quote ignited my emotions "home away home". I was touched. I experienced few most memorable moments in AIMT, organizing events....participating in sports/ cultural....going for inter-institute events and many more. My life got changed within these two years upside down.

Today when I look back....I feel it is still there in AIMT culture....that support which nourishes individuals to grow to their fullest. I made a gang of good friends. There were times we fought, burst out in tears, emotionally dull but I managed to bounce back with the support of most wonderful people of my life including Teacher, staff, friends and seniors. As AIMT postulate, Perseverance is our Cult and Success our obsession, it follows. AIMT is a decade old Institute now, with thousands of stories like this, where an ugly duckling turns out to be real winner in life. I always believed that "world is a university and everyone is a teacher". But what I gathered, learned, treasure from AIMT is unmatched. For me, it's my life line which happened at right time in life, a collection of cherished moments preserved as treasure. Words would be less to express my feelings in words.

But I am excited to go in Alumni meet....will talk few batch mates and friends to accompany. I relish AIMT for all that it has done to me. It made me morally mature, logical, disciplined and above all a contributor. I don't run for competition, name and money...I run to learn. I run to create everlasting relations, to solve problem and inculcate same feeling in people around me.

AIMT is not like other Business School which runs for money, it creates and sustains value. It runs on Value, Character and Knowledge. I am proud to be an AIMTian.

An honest effort by Editor-in-chief to put in words the thought process of an Alumni and try to elucidate the emotions in best possible way.



From  
Alumni  
Pen



# 14 PRINCIPLES OF MANAGEMENT IN AIMT

Aru Bharti  
Axis Bank  
MBA 09 Batch

Writing for college magazine freshens all the college memories. Though it has been 2 long years since I left that lovely place AIMT but still it feels like everything happened yesterday. Entering the college, making new friends, meeting the seniors, attending long lectures, waiting for Tuesdays and Fridays to have best menus in lunch, piles of assignments, series of intra-college, inter-college and interclub events. So when I started thinking about what I shall write I was totally confused, so, I decided to think about actually what shall I leave. Though there is a lot of academics to learn in AIMT.....

BUT when I rethink, there is one thing that AIMT actually taught me. **MBA IS NOT ABOUT BOOKS...IT'S ABOUT WHAT EXPERIENCE TEACHES US.**

I didn't study much yet I learned the practices of management principles. I don't know why I felt that every activity in AIMT in some ways was connected to the HENRY FAYOL'S 14 PRINCIPLES OF MANAGEMENT.

I remember about my first experience, THE ICEBREAKING SESSION, everyone was very excited. Everyone was new to each other and this was the first opportunity to know about our class mates, the unknown faces were finally going to become friends. I still remember that game at the end of which most of us knew about each other.

So, now all new friends were divided in small groups called SYNDICATES by the management and that is how I became a member of Syndicate 9. So that it becomes easier for all of us to understand each other and interact with the management we had to report to our mentors. Okay ...so that is how we came to know the importance of **UNITY OF COMMAND** and in case of any issues we can directly get in connection with our mentors...oh that's so good.

Shikha ma'am, my mentor... I have never seen such a confident person in my life...strict but a true mentor. I don't know how to thank her for every advice she gave us from an academic project performance to our creative ideas to our understanding issues....she is still there with me.....she actually taught us to be in perfect **ORDER** for our personal and professional life. The yoga classes at 7 in the morning...wow... that was fantastic, rubbing our eyes and moving to the cafeteria.... 7-8 yoga and then getting ready and having breakfast and then attending classes...all in just one hour....phewwww...but as I said every experience teaches you something good.. so that was the place where we came to know the importance of punctuality and time management. Along with the yoga sessions our respected Director Sir, used to make us realize the importance of **DISCIPLINE**.

Now, it was the time to meet our lovely our seniors....MBA-08. I guess they were really important for uniting MBA-09. Every now and then we were told to introduce ourselves with a small showcase of our talent, writing write ups for our senior and getting return gifts, amazing and believe me it was really fun. So by the time we had our fresher's, we knew almost every classmate and every senior.....wasn't that cool....everyone was getting a **REMUNERATION** for their efforts.

Hey, how can I forget to mention the fun that we used to have in class, I still remember, one of the most difficult task for us was to be on time for lectures by Parul ma'am and then the funny excuses ...breakfast was not ready..Alarm didn't ring and what not, so if ma'am found the reason to be genuine, she definitely used to consider the case after all she had to keep all her students at **EQUITY**.

Usually, people think of being selfish in terms of presentations, events or any group task but trust me AIMT had developed that spirit of presenting the best and making the interest of the team, a priority rather than individual interests. The spirit that taught us **SUBORDINATION OF INDIVIDUAL INTERESTS TO THE GENERAL INTEREST**.

Academics and lectures were an important part of MBA until and unless we were unaware of clubs and committees and then the slowly and gradually, our schedule became more hectic. With attending lectures and then doing club and committee jobs simultaneously till late nights, asking warden ma'am for special permission to extend the entry deadline so that we can complete our work and also getting scolded when miss the deadline and then sometimes also being presented in the court of discipline committee especially on missing lectures.....**CENTRALISATION** was really painful at times.

We were doing tasks with interest, we didn't realize that we were not only honing our skill, but also creating memories. I still remember the time spent with Surabhi ma'am for cultural event, ohhh she is a perfect example to illustrate the principle of **STABILITY OF TENURE OF PERSONNEL**. I don't know what exactly used to make us so energetic and enthusiastic about the events may it be a small seminar...or a small monthly event by the specialization clubs, but what I know is that those events firstly never used to let me sit ideal and secondly, they were life changers and they made me learn how to deal with difficult times. Arranging those big and small events and inviting one member of AIMT as per the **SCALAR CHAIN**... enjoying that event and getting appreciation...trust me you feel best when at the end of the day someone comes to you and say...**THAT WAS SO AMAZING**.

When I talk about events, I should not fail to mention about the lovely audience we used to have..and as they say in that Set Top Box Commercial, "**JANTE HAIN HAMARE LIYE SABSE ZARURI KAUN HAI...AAP!!!!!!**". You must have got what is AAP here, yes, the audience, so this audience was the one giving us **UNITY OF DIRECTION**, we always strive for presenting the best. I still remember every member of AIMT family contributing their best possible towards the **BEST EVENTS**.

And why only events, even our presentations, was it an assignment for ITM, was it our **HRM LIVE PROJECT**, every time we were given something to do, ideas automatically started knocking our minds as to make it different and creative. Everyone was allotted a specific task in order to So whenever we used to start anything new, especially in a team, the first thing that was always asked was, "Who wants to be the leader?" Hey, the best part, we never used to have same leaders for every assignment, every task used to bring an opportunity to take **INITIATIVE** and hone your skills.

Every now and then AIMT has taught us to take initiative and definitely not to fear from failure. Director sir, faculty members, seniors and even administrative have always been an illustrative example of **ESPIRIT DE CORPS**. I have seen whole AIMT family uniting together and standing against all the odds and welcoming all the fortunes.

Shakespeare said, "All the world's a stage, And all the men and women merely players; They have their exits and their entrances". I agree because I saw my lovely friend leaving us...I also saw many new faces coming in our lives as our junior friends. I saw my friends supporting each other during the hard times...I saw them caring about others before they care about themselves...I saw them becoming weak....but I also saw them standing united and becoming stronger.

Generally, the **AUTHORITIES** only order but I have seen authorities becoming managers and members of the AIMT **FAMILY**. They not only understand the needs of their family members but they also realize and fulfill their responsibilities, they understand the importance of tuck shop and hot water in hostel life, they celebrate **DIWALI, HOLI** with the students not only this they also help you outside AIMT... truly AIMT is not just a fabulous management institute with lush green campus and experiences faculty...**AIMT IS A HOME AWAY FROM HOME**.

Exam time taught us the **DIVISION OF WORK**. How can a person think of completing the syllabus in one night, so, **DIVISION OF WORK** was the only fundamental to success. Every friend was allotted a topic which after an hour or so was described by the same person in simple and self made language and so the syllabus and we both were happy go lucky friends. I don't know to explain how to explain.

*Every little memory is fresh in mind.*

*As if yesterday only we woke up and thought of taking rest but then thought we had to take special permissions, then attending lectures half asleep but acting that we were bright,*

*Cafeteria being so special to everyone made it the best venue for birthday celebrations and syndicate frolics, But don't forget the importance of tuck shop MAGGI for treats and tidbits,*

*Special moments on T POINT in and out of the campus made us more joyous, However, the responsibilities of club, syndicate and committees taught us to be judicious, Singing the SONG OF AIMT in amphitheatre always made us feel zealous,*

*Every faculty inspired us with pièce de résistance, We learnt sincerity from Parul ma'am, Sanjeev sir galvanized us at every step and Shikha ma'am surprised us with her vividness,*

*Shruti ma'am enlightened us with her calm nature and Mohanty sir and Yaseen sir never made us forget the blitheness, Pawan sir taught us forgiveness and Gyanesh sir inspired us with endurance.*

*Every person, every moment, every day in AIMT taught me something priceless and I never realized that 2 year passed and it was time to leave AIMT But you can take AIMTian out of AIMT BUT MIND IT you can not take AIMT out of an AIMTian.*



## AIMT... a journey to learn and earn



**Ashtutosh Singh**  
IRIS Software  
MBA 10 Batch

Journey to **AIMT** started even before the journey to **AIMT** actually started. After completing intermediate, which college to join had become a course in itself? No day passed without arguing with friends, parents and sister for deciding which college to join. One day father talks about army institute, **AIMT**. Gave interview and finally decided to take admission in this college. I still remember the day I entered first time into **AIMT**, I was astonished by its infrastructure, beyond what I had pictured about it. Nicely built, surrounded by greenery, spacious and peaceful aura. Faculty, staff and students accommodation were there inside college only. It is a complete island floating in green vegetation. Though, I was pretty excited to live a hostel life but a bit nervous too due to hostel myths and ragging. But nervousness vanished in the induction and ice breaking sessions with seniors. Yes this campus is a ragging free institution.

But the best was yet to come in fact which I realised when I attended classes for the very first time in **AIMT**. Faculty are the USP of this college. Best faculty in this industry I must admit having rich knowledge with vast teaching experience. They have opted smart and practical and innovative way to teach students by blending power point presentations, assignments, live projects, activities, industrial visits, evening classes, mock up sessions to crack personal interviews and what not. Though assignments and their timely submission are and will always remain the greatest challenge but somehow teacher student here use to balance it pretty well due to mutual understanding developed out of mentor-mentee relationship. Mentor-mentee relationship here boosts up trust level into each other so as to open up to discuss ideas and problems with faculty.

“Home away from home”, yes it hostel. Gradually I started understanding meaning of this quote. Yes, few hiccups had happened between seniors and juniors, like we have small fights in our family too with mum, dad, siblings for no reasons. But they were always necessary to strengthen the senior junior bond. Hostel life for me was a blend of sweet and bitter memories. Sleeping late or even not sleeping the whole night having wild birthday celebrations roaming from one lobby to another in search of a Maggie. Once it was discovered then fighting over who will cook. Once cooked then eating, not eating but fighting rather as if that would be the last Maggie left on earth, in one bowl. Once eaten unevenly then again fighting over who will wash dishes. Spending whole night in collection of notes and making strategies how to cover whole four units in two or even less hours. Still wake up in confusion, what to study and what not to. Late night gyms, evening cafeteria time, after dinner walking, all are the moments which I cherish. Boy’s Mess is the attraction spot of the hostel and tasteful served inside adds value to it.

Apart from hostel life and academic life, I had a blast over every festival be it Holi, Diwali, Lohri, X-Mas, Janamastami. In fact I have never celebrated any festival with full rites and rituals before here. Occasions like Republic day, Independence Day are also celebrated with full enthusiasm and energy. And when it comes to party, **AIMT** is no way back in this be it new year eve, fare well or fresher’s party. BASSOC and AIPL are major outdoor events played here apart from other sports like cricket, badminton or indoor games like TT, carom or chess. The best thing I experienced was that every person in **AIMT** shows great interest and enthusiasm and participate in all events be it academic or non academic.

Apart from fun side, **AIMT** has grown me and improved my knowledge and skills. Before this, I was not confident about my presentation and communication skills. I had stage fear too. But now I am confident enough to carry myself pretty well over any stage. Activities like Corporate Walk and constructive guest lecture have taught me how things work in real corporate. Due to Army in the name, discipline is mandate here. Discipline committee ensures students to lead a discipline life. Ragging Committee ensures a hassle free environment to grow and Placement Committee ensures every candidate is placed in corporate over a good package. **AIMT** is truly dedicated to grow students with fun, I must say.

Every single word would go in vain if I don’t mention about one of the grand events in the history of **AIMT**. Seminar on “MAKE in INDIA – Opportunities and Challenges in Defence Sector”, which had chief guests, Lt Gen KJ Singh, AVSM, GOC-in C Western Command and Maj Gen Abhay Krishna, AVSM, SM, VSM, Offg GOC, Delhi Area & Patron **AIMT**. It was a hit interactive show full of learning.

I won’t say journey of **AIMT** ended after 2 years but still continues because **AIMT** did its job by placing me as a learnt person in one of the leading IT firm and now it’s my turn to payback **AIMT**, especially faculty, respect by growing till heights in corporate world.

## CONQUER Your Stress



**Tanya Tripathi**  
Li&Fung Buying House  
MBA 09 Batch

College students face a host of stressors. University-level homework may be more challenging (and plentiful!) than anything you've ever faced before, and final exams can bring a whole new meaning to the term 'crunch time.' The difficulties also don't typically end with academics. Romance and social lives can be as much a source of anxiety as they are of fun, and many students struggle to stay on top of the newfound freedoms of living away from home, from cooking to laundry to managing a budget. In response to these challenges, some students fall behind on assignments deadline, stop attending class. Don't let this happen to you! Here are some ideas for managing your college life and keeping your stress levels under control.

**College Work:** These will probably your biggest source of stress. Assignments may not be your favorite thing to do, but is a must-do in order to graduate from college! For every hour of lecture per week (equivalent to one unit), you should set aside 2-3 hours to study outside of classroom. While studying, eliminate distractions so that you can stay focused. Pick a place that you are comfortable being at, whether it's in the library, a coffee shop, or the student lounge. If studying for 2-3 hours per unit is not realistic for you, try to schedule yourself with a combination of some less challenging courses with difficult ones in the same quarter/semester. This will allow you to avoid feeling overloaded. Of course, if you enjoy a particular subject, studying for it won't feel like an obligation. So, pick classes that interest you!

**Social Activities:** Juggling between your social niches and school work can be a challenge, but spending all your effort only on school work could be draining. Make use of the college environment to find a work-life balance. Being in college is the best time and setting for you to build life-long relationships, as well as expand your social and professional networks. Use social platforms such as Facebook, Twitter, Google Plus, and Tumblr. Join social

groups and professional groups; attend activities and have fun at the same time. This will allow you to relax and see things in the real world. Don't forget to network for success! Manage a professional profile on LinkedIn and collect contacts. It's never too early to expand the horizon of unlimited possibilities. More importantly, learn work-life balance.

**Sleep:** Most college students make the same mistake -- we sacrifice sleep for everything else. When our body is weak, it induces stress leading to small mistakes, simply because we are too exhausted to make good decisions or function on a regular basis. Resting is part of life. 1/3 of our lifetime is meant to be sleeping. Don't forget to restore your energy by scheduling 6-8 hours of sleep for most nights. Take care of yourself.

**Yourself:** You may not know how important it is to spend time for yourself just yet. There are so many distractions that you can't reject, such as the dinner party last night, the sorority gathering tonight, and the college dance that you have been longing to go to with your roommates. Yes, you have been sick and coughing for 2 weeks but you feel like it's getting better. Finals are not for another week so you can study for them after the weekend. Being young and energetic is awesome; you can use it to the max...until two days before finals. You can't cram 4 subjects worth of notes from the past 10 weeks into a tired brain, and stress can take over. It is just so easy to get carried away by all that's happening. Try to plan at least an afternoon each week for you to rest, work out, lounge, ride a bike, read, and lay by the beach... anything for yourself. Unwind. Just so you can have space to be creative and think about bigger and better things.

Most importantly, learn to be good at time management and organization; it will make your life easier. Time to bust out the calendar on your smartphone to mark the time and dates of every plan that you have! It will be your best friend.



## *Version of two pigeons*

In an afternoon,  
Two pigeons sitting-

On the branch of a tree,  
Talking with each other  
That it is not easy for us  
To remain free.

Everywhere we see-  
The cruelty of human beings  
Reaches so high,  
That nobody believes  
When it will pacify.

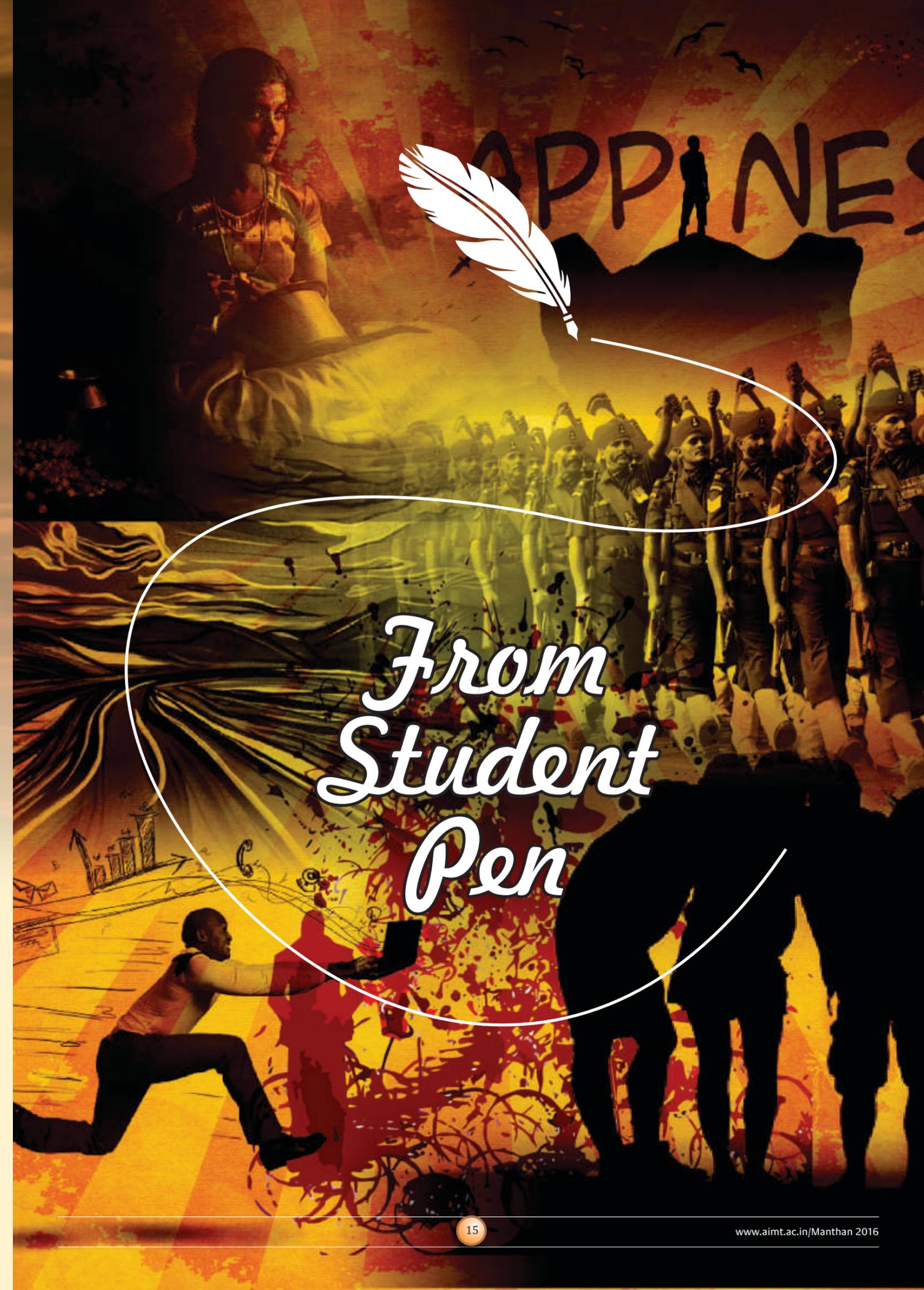
One pigeon says  
"That peace is mightier than the sword"  
It can change the hearts of everyone  
If he will be blessed by God.

Other pigeon agrees  
That your version is right-  
"If human being understands  
To do everything peacefully  
Without any fight".



**Prof. Subhanshu Mohanty**  
Assistant Professor  
AIMT

---Dedicated to my father





## Overcoming the Fear of Not Having Friends

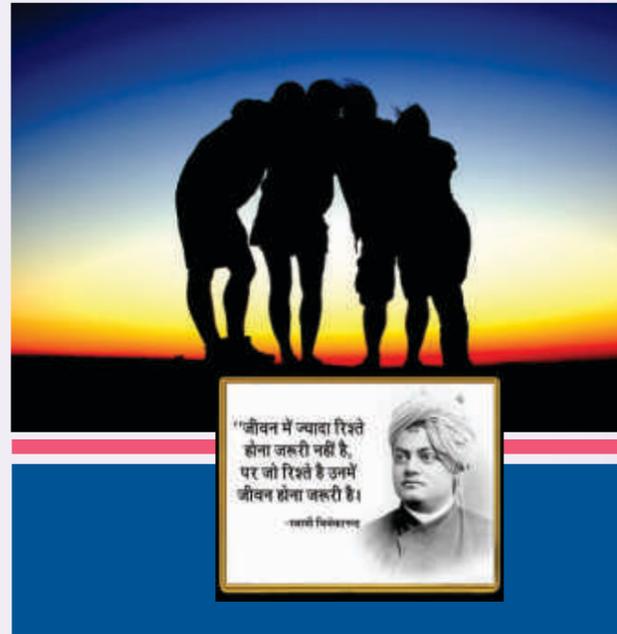
Kajal Mishra  
MBA 11 Batch

I suffer from chronic over thinking. My brain is a running commentary of everything from errands I need to run and homework I haven't done to friends with whom I haven't spoken in far too long. Almost always, at least one of these thoughts is an anxious one. I'm usually good at zoning myself out, but every so often my overactive brain wins out and the anxiety takes control. That's what happened about seven months ago when, out of the blue, I had this overwhelming feeling that I was, or was soon going to be, friendless.

I was home alone at the time, sprawled out in bed, and naturally the silence inspired an especially strong bout of quarter-life anxieties. Cue the classic college student's fear-of-the-real-world. I began to worry about the future, graduation and life after. I began to worry about how I'd make a living and if I'd be happy. The big issue came, though, when I began to worry about my friendships. I thought about my friends and tried to imagine their perspective of me. As it turns out, mixing that with an anxious frame of mind is a terrible idea. My traitorous mind began convincing me that the people I considered to be good friends were acquaintances at best. It told me that true friends talked often, even daily. It muttered from the dark recesses of self-deprecation that this meant they were no longer my close friends. It used this type of logic to convince me that the people I considered close friends were, in fact, simply tolerating me.

Suddenly, I felt like I was an inconvenience in their lives. My heart dropped and my gut twisted as I began to fear that I was friendless.

Whenever I've felt low in the past, I would go to a friend to vent. Fun fact: When you're feeling low because you think you're friendless, venting to a friend is a tad problematic. I wasn't sure if I could talk to anybody about the issue because I didn't want to push away what few people I was close with by making them think I was a paranoid ball of anxiety. The situation began to spiral out of control until I hit that point where I knew something had to be done. I was either going to have to accept my fate, try to dig myself out of this hole, or find someone to help me out. Luckily, old habits die hard, and I messaged a friend from high school,



one of the few I still regularly talk to and one with whom I still discuss issues from romantic rejection to existential anxieties. She reminded me that true friends don't have to talk daily. True friends, she said, are the kind of people you can go a month without seeing or talking to, but when you do finally see each other again, nothing has changed.

More importantly, though, she reminded me that I have agency within a friendship. If I feel that it's been too long since a friend and I have talked, I can and should do something about that. Anxiety had convinced me that my friendships were out of my control, but that's simply not true.

So if you've ever felt afraid that you might be losing touch with a friend, whether you're entering college and fear losing high school friends or you're graduating soon and fear losing those from college, don't forget that friendship is an amazingly strong, lasting bond. It requires effort, yes, but not constant maintenance. At the risk of sounding cheesy, I dare say that true friendship certainly is forever.



## EFFICIENCY OF DIGITALIZATION

Digitalization, as we call it today, is sweeping across every aspect of our daily lives in all possible ways. Right from gathering the news we find in the newspapers every morning to the billing process at our neighborhood grocery shop, it is digital technology that is making tasks faster and more accurate. The process of digitalization was initiated some five decades back with the advent of computing technologies and digital electronics. Today digitalization can be seen as a tool of transformation which extends beyond our lifestyle to the way we transact, interact and conduct business. If I talk about all the sectors like communication, media, healthcare, retail and manufacturing we are increasingly seeing the use of digital technology. The landscape of this digital age is increasingly being driven by innovations in e-communications, e-commerce and the ever increasing deployment of the internet to create economies based on high technology, massive communication, knowledge creation and innovation. It is very important to understand and appreciate the factors that are ushering in such changes and how these are impacting the modern day business. The increasing use of digital media in business communication and data dissemination has led to a rapid growth of e-commerce and m-commerce across the world.

As we know that the population of India is 1.252 billion and from these it's meager 13% which are using 3G. My question to the Government of India is "Are you taking measures that all the government institutions are using 3G internet connection. In India the 3G spectrum started in the Year 2007 but till now the government institutions are using 2G only. The article is all about to study the functioning of the government institutions using high speed internet, to study the level of infrastructure and policies formulated by the government for high-speed, to check the level of satisfaction among the government institutions having the government ISP's, to study the level of post service provided by government ISP'S to the government institutions, to study the scope of the private ISP'S entering the government organizations, to propose the solutions to increase high speed internet among the government institutions.



“ WE HAVE FOUND THAT THE 91% OF THE GOVERNMENT INSTITUTIONS ARE USING LOW SPEED INTERNET CONNECTION. THE LACK OF GOVERNMENT INITIATION IS SEEN THROUGHOUT THE PROCESS. NO SURVEYS ARE BEING DONE BY THE GOVERNMENT TO ENSURE THAT THE HIGH SPEED CONNECTION IS BEING IMPLEMENTED. THE LACK OF INFRASTRUCTURE AND THE GOVERNMENT POLICIES ARE SEEN AT A VERY LARGE SCALE.

Upender Singh  
MBA 11 Batch



## INDIA'S DAUGHTER DOCUMENTARY

“You can ban anything on this world, but you cannot ban the truth”.

**Upender Singh**  
MBA 11 Batch

The documentary was about to be released on World's Women Day 8th March, but was released on 4th March. The facts which are stated in the documentary are: (a) Girls are wholly and solely responsible for rape (b) Girls should not move in nights (c) Once they are being assaulted or raped, they should not counter, or else they will be killed. By this documentary, the mindset of the Indian population is exposed. It is being said that the deceased brother's Mukesh Singh who was being interviewed was given lakhs of rupees for that specific things. The most dreadful thing about the documentary is the revelation of the victim's name. The journalist who has interviewed the convict, victim's parents and others is herself a rape victim. India is a full of political diplomacy because of which the documentary could not be released by the Ministry of Information and Broadcasting. But due to intensive efforts, Ministry of Home Affairs made it released. There are more things which are shown in the documentary about the real background of the girl. The description about the girl which is shown in the documentary is:

- She has a very poor background.
- She always had an intensive ideology about the studies.
- She opted for Medical so that she can facilitate a hospital in her own village. She basically knew the implications which were surrounding to her and the family thereby.
- Even while she was doing the Medical Course in Uttarakhand, She was also doing the job in the Night Call Centre so that she can pay her educational fees.

Basically what I am trying to say that the documentary is showcasing the mentality of us, what we perceive about our own women, mothers, sisters, wives and daughters. I believe that till the time we see with our own eyes that how our own people treat women, we will never be able to change ourselves. And a change at this stage is very much required for the development



## Time Management Tips

for College Students

**Kajal Mishra**  
MBA 11 Batch

### Get Organized

When developing time management techniques in college, it's important that students first understand their goals and then set out to develop and follow a routine schedule. Without these factors, it's hard for students to understand the motivation behind their time management strategies. Students may download or purchase a scheduler, a weekly, monthly and yearly planner and worksheets pertaining to the distribution and organization of one's tasks. This will help avoid waiting until the last minute and having to cram.

### Plan Out Your Studies

Many universities recommend that students take the time to plan each school day. Making a daily list of tasks to accomplish can help students to concentrate on tasks one at a time. Individuals should be specific when setting goals. For example, a student might want to set the goal of reviewing his or her lecture notes each day after classes. It can also be helpful to schedule fixed blocks of time to study with clear start and stop times, as well as specified break periods. Students can start with more difficult subjects first and also work on assignments or tests that are due first.

### Use Mental Exercises

Students should devise ways to build on their success, keeping their long term goals in mind when pursuing

better time management. Mental awareness can help with this. Individuals should try to be mindful of when they're falling into unproductive patterns and should identify specific triggers or distractions that lead to procrastination. Meditation and exercise might also help some people clear their heads and help them build confidence and focus when studying.

### Seek Help

Students may look for advice from teachers, coaches, mentors or peers on better time management strategies. Individuals can also work with other classmates who are on top of their assignments and willing to provide reminders or encouragement.

### Avoid Common Time Wasters

Common threats to good time management habits are external distractions. Students should seek to eliminate or at least lessen these common distractions. Here are some common time wasters:

### Television

- Social media and Internet use
- Phone conversations
- Social events
- Commuting
- Extracurricular activities

# Leaving Home

**Kajal Mishra**  
MBA 11 Batch

It's the last year of high school, and young minds are turning their fickle attention to the thought of leaving home. This seems a natural progression: parents have child; raise child; help child with bumps and bruises, homework and car insurance; child graduates from high school and flees far from parents, returning on weekends to do laundry and eat home-cooked meals. But what happens when said child loses home right before leaving?

My family has lived in my home since I was two weeks old. Seventeen years later, as I got ready to leave for university, my parents decided that our charming little house was no longer the ideal abode and that it was time to move. And naturally, I panicked. At first the prospect of leaving my childhood home was gruesome. After all, this was the place I used to run around with friends; where I got sunburned chasing ants with sidewalk chalk; where I would sit for hours staring out the window, making up songs about the passersby.

If we were to move, the new house wouldn't be my home at all, just a strange, new place. I felt that these were all valid grounds for total outrage until I discussed it with a friend who'd moved several times. He couldn't fathom why I'd be so upset about moving a few subway stops away. Clearly I was just being silly and overly sentimental. After all, I'd be moving out to go to university. But something still didn't sit quite right.

I'd come to terms with the idea of leaving childhood things behind, despite the fact that the decision to move wasn't mine. After all, throwing away childhood things is all well and good, but it's better if it's your choice.

I'd still banked on coming home for a nostalgic visit every now and then, perhaps with the selfish hope of finding my room just as I'd left it. This hope of a personal shrine was crushed by my parents' stubborn levelheadedness. It seemed their desire for a better house in a better neighborhood far outstripped my vague yearning for monuments in my honor. Their selfish rationality even extended so far as to plan our move in early December, when I'd be in the throes of midterm evaluations and university applications. In a horrifying ironic twist, they inferred that I was mature enough to handle the added responsibility of moving, along with my own work and extra-curricula's.

And then it hit me: this is what the move was really about. I wasn't concerned with losing my childhood bedroom, or having to take an extra bus to get to school. What was bothering me was that I'd be confronted with a huge, tangible reminder that I'd soon be completely responsible for myself. When I do go to university, I'll go without a safe haven to come home to. Of course I'll have my family's love and support, but symbolically I'll never be able to go home again.

As graduating high-school students, we're all in love with the idea of going away and having wild adventures, provided we always have someplace to return to. Leaving the family home behind is really just growing up without a safety net. It's not an epic change, but still nothing to sniff at. The move from one place in life to another is an important one. Because it's true, you can never go home. Not really. But maybe, once you've had an adventure or two, you can go back for a nice visit.

*"When you live far away, Home looks a little different every time"*

Dideon Raff



**Pramod C. Bhatt**  
MBA 12 Batch

Right attitude in life makes man to reach any altitude in life. Man can become successful with the various jewels like:-

- Hard work • Confidence • Knowledge • Love
- Luck • Money • Courage • Leadership
- Attitude • Altitude
- Love of god

Now with all the above things in place, right ATTITUDE makes all the difference in life. Let's experiment which has how much value in one's life, let us see

If A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
Is equal to 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

**Hard Work :**  
H+A+R+D+W+O+R+K  
8+1+18+4+23+15+18+11= 98%

**Confidence:**  
C+O+N+F+I+D+E+N+C+E  
3+15+14+6+9+4+5+14+3+5=78%

**Knowledge:**  
K+N+O+W+L+E+D+G+E  
11+14+15+23+12+5+4+7+5= 96%

**Love:**  
L+O+V+E  
12+15+22+5= 54%

**Luck:**  
L+U+C+K  
12+21+3+11= 47%

(Don't most of us think is the most important???)  
Then what makes up 100% in life?

**Money:** \_\_\_\_\_NO!!  
M+O+N+E+Y  
13+15+14+5+25=72%

**Courage:** \_\_\_\_\_NO!!  
C+O+U+R+A+G+E  
3+15+21+18+1+7+5=70%

**Leadership:** \_\_\_\_\_NO!!  
L+E+A+D+E+R+S+H+I+P  
12+5+1+4+5+18+19+9+16= 89%

Every problem has a solution; perhaps we change our 'ATTITUDE'

**Attitude:**  
A+T+T+I+T+U+D+E  
1+20+20+9+20+21+4+5=100%

Now what's come more than 100% keep guessing!!  
It means.....LOVE OF GOD.....is 101%

It means.....ALITITUDE.....is 101% So, right ATTITUDE leads to perfect ALITITUDE with LOVE OF GOD in life.

## Social Media is responsible for creating values in the Youth:



**Upender Singh**  
MBA 11 Batch

Social Media sparks a revelation that we the people have voice. Social Media helps in the democratization of the values, ethics, norms, perceptions and everything that surrounds us. Social media helps once again to unite around common passions, inspire movements and ignite the change. It has given the people a medium to connect, to raise their voice. We also see it has given a people to support others voice without any fear. It is creating an optimistic environment. First and foremost, Social Media like TV, Radio, Newspapers, Magazines, have helped in reaching to the youth significantly. Going back to the past one social medium i.e. Internet which came in 1983 has helped millions of users to connect. If we talk about today's world, the world is dominated by social marketing websites like Facebook, Twitter and Whatsapp which have become a favourite abode for the world.

Social Media has become a part and parcel of our lives as it takes not more than a second for anything good or bad to go viral. The today's youth feel free to raise voices, opinions, and lend their ears as well as to do it. I would like to remind all my friends that Social Media has become the most effective tool for initiating a social cause like Delhi

University Vice Chancellor Dinesh Singh making a Four Year Undergraduate programme to be a revolutionized one. Remembering all these issue when we all become one i.e. all for one and one for all.

Social Media has made the whole world a compact one. It helps us to remain in touch with the current news and come to know about different policies of the government. As an M.B.A student I would say that in the corporate sector, employee's face book and LinkedIn accounts are checked regularly to know their day-to-day happenings. Even for a job aspirant the recruiters instead of asking the Curriculum Vitae, they are more interested for their social websites accounts, so that they are able to recruit the right person for the available position. Now whether it was revolution in Egypt, protest in Hong-Kong, election in Delhi, Mumbai and in other parts, the social media has played a very crucial role.

To get concluded I would say that social media has helped us from the Brick Mortar to the Click Mortar. But we should also remember that excessive of everything is bad, and so we must use that in such a way that we become slaves of social media that is helping us in every bit-to-bit.



# AIMT

## AT GLANCE





**Dimple Rajwanshi**  
MBA 12 Batch

It is beautiful how sometimes, written, unwritten, said, unsaid words, all seamlessly turn avoidable for a while detaching, themselves from being perceivable or comprehensive and yet some missing hint is left behind for you to form an unknowing connection with your deeper self. Connection that surpasses all the reasons and logics you had known earlier and yet make you feel alive. It's the connection to happiness, sheer happiness. Sitting alone on a couch at home, you are taken to the world of unknown pleasure, where the frosty breeze near to the sea shore in twilight, impeccably passes across your ears, remarked by little coldness and a buoyant spirit. You feel like opening up your arms, your soul to the entire world to engross all of the goodness within you and keep it all closest possible. You either feel everything around outlandishly amusing or overly filled with goodness. But how often do we experience it? Like everything else around, is happiness mortal too? Can it be kept forever; tamed or chased? Is it encircled by the ambience we stay in? Sometimes finding a reason for happiness is not reasonable enough, sometimes it's just about feeling free, sometimes it's impassiveness that brings an answer to you and sometimes you don't need an answer and sometimes happiness is no different from feeling good. Ironically, happiness is not a question itself, but rather a "buried" answer to every question we have been seeking an answer to; big house, love, money, kids. Everything has happiness as ultimatum. Earning it is quite deceiving to what seems "practical" to us. But we sure can refrain ourselves from feeling bad to worse and look at the brighter side, if only we aspire to. The universal "law of attraction" is valid to every sphere of life, "By focusing on positive or negative thoughts, one can bring about positive or negative results." So, we if master the art of monitoring our thoughts we can ardently control the results too. We often misinterpret that, the key to happiness is compelled by an epicurean life as a result of which spending time on love, sex, money, beauty seems indispensable to us but happiness is rather trickiest. For anyone without much money the ingredients of happiness come pretty cheap; the first ingredient that has the potency and an invariable tendency to bring happiness is, "friends". It's more important to focus more on "who we drink or eat with" rather than "what we drink or eat". Former ingredient is followed up by "freedom", financial independence and economical self sufficiency is certainly a vital fuel for a peaceful and a content life. The third indispensable ingredient for a happy life is an "analyzed life". Our anxieties quickly diminish if we give ourselves time to think through, and to do that we have to take a step back from the noisy ambience of the commercial world. One should be satisfied with whatever he has attained, for discontent can never bring happiness. A person who is not self-controlled will not be happy even with possessing the whole world.

The stay of happiness may be brief but it still has a string attached to the most cherished corner in your heart, and only you can allow it to mingle with your deeper self as, people are as happy as they make up their mind to be. Conclusively, if we try reassuring ourselves about its existence and reconstruct happiness with just a few fragments based on needs rather than on desires, we'll eventually also find it someday, somewhere. We just got to stop ourselves from being completely immune to its existence or looking for it in the wrong places.



## MANUFACTURING SECTOR in India



### What is your view on the manufacturing sector in India?

Indian manufacturing sector has been getting lot of attention in the backdrop of recently announced 'Make in India' initiative by honorable Prime Minister Mr. Narendra Modi. I feel manufacturing sector is at a tipping point and adequate measures from Government will only add fuel to this sector's growth. However, to catapult this growth, manufacturing organizations need to gear themselves up and embrace technology to be able to fully transform into a globally competitive organization.

### What are the current technology adoption norms are the key technology transformational requirements of manufacturing organizations?

As per estimates provided by NASSCOM, technology adoption is the highest in the manufacturing vertical estimated at Rs. 570 Billion in 2014, out of the total Rs. 1910 Billion. It's growing @ of 5-7% which is lower as compared to other verticals like Telecom, Retail, and Healthcare.

Most of the transformational requirements of a manufacturing organization can be clubbed under the following heads:

- Collaborative & Integrated Design Process
- Faster Product Development & Quicker Time to Market
- Enterprise Manufacturing Intelligence & Monitoring
- Intelligent & Agile Quality Management
- Responsive Supply Chain
- Real-time sales and ops planning & reporting
- Remotely Connected Workforce
- Seamless Information Flow
- Integrated Product Service System
- Connected Customer

### What are the key challenges faced by manufacturing firms in addressing these transformational requirements?

A clear visibility for ROI for various technologies is not clearly available to CXOs for arriving at an informed decisions - this is the major challenge. Further, different vendors or OEM's approach manufacturing companies with a point solution targeting one or limited problem or improvement areas due to which CXO's face difficulties in assessing the impact of a technological change or transformation at various levels in the organizations. However, need of the hour is to have end-to-end visibility of the operations and develop solution offering aimed at optimizing entire value chain.

### How RICOH India bridges this gap?

Ricoh India is a 'One Stop Solution Provider' for all the transformational needs of manufacturing firm. Starting from Digital Factory Solutions, takes design & product development to all new levels of innovation to Manufacturing Process Management that brings high levels of quality & efficiency in the manufacturing operations; Supply chain Optimization and Sales & Marketing Intelligence Solutions to take care of the entire forward chain. Solutions for Managing Collaboration enable companies to effectively interact and collaborate with multi-location/countries/departments. Managed document services which combine our OEM products like Multi-Functional Printers & Laser printers with customized software offerings like Ricoh Docs to revolutionize the way information is created and managed within the organization. Further, with an entire portfolio of IT Hardware & Services, RICOH India helps companies optimize their operations and improve productivity multi-fold.

To make sure that we bring value to the customer through our entire products & service portfolio, Ricoh has adopted the Business Process Consulting across the manufacturing vertical - which basically means that the our Consultants will go understand the various business process of the customers in depth and then provide solutions to help them achieve productivity and efficiency in the critical work areas.



# KINDNESS

The essence of a few things can only be treasured, by taking oneself to a bumpy ride in imaginations. To be able to mirror the worth of an unblemished ride, one must first outline the slew of the dented ones. Visualize; you are new in a city and have an important office meeting to attend at 8 am, furiously you gaze across for a bus ride, an hour of long wait passes by swiftly, with no sigh of help, you vulnerably stare around, your heart throb harder with every passing second, and to make it worse for you, it begins to rain, drenching you from top to bottom, and there is no place beneath which you can shelter yourself. The watch hits at 7:45 and you desperately pray for a savior. To your surprise a faint figure appears before you and casually asks, "Do you need any help".

## How would you feel?

The random acts of kindness may not matter much to you but, to someone it can count up to create a huge difference. Kindness deepens the spirit and produces rewards that cannot be completely explained in words. It is an experience more powerful than words. Kindness is more than a philosophy of the mind. It is a philosophy of the spirit. Kindness played boisterously, discards the venom within us and makes us feel pure. The process of bringing an effortless difference to anybody's life comprises the very definition of kindness. One kind deed makes you connect to your soul that you often crave to linger beside. People often presume that kindness take incessantly long efforts and has an unverified connection with money. To their beliefs the act of kindness only flourishes when carried out by the affluent personalities and any attempt by men beneath them, will appear completely futile. To unpin such wrongly interpreted beliefs, Aesop an ancient Greek fabulist, had beautifully put forth the much famed quotation, "No, act of kindness, no matter how small, is ever wasted."

To justify our very identity as humans, we must aspire to stay miles away from the slender line between us and animals. An animal has a limited reach and monition. He sleeps, eat and hunt. A man is blessed with an innate consciousness and he must utilize this consciousness in dwelling kindness within himself. Only humans are capable of mustering care, kindness and understanding and lend it all to others with no thought of any reward and we must continuously and consistently excel at it. If we all begin to treat each other with tenderness, we can bring heaven down on earth and make this world a better place to live in for the entire human race. And if we discard it as just a mere thought, we'll be both, traumatized and guilty in future of all the opportunities we foolishly let slip off our grasp. The whole cosmic manifestation relies on the philosophy of action-reaction, that states, "To every action there is an equal and opposite reaction." If understood this petite truth of life, we can create a better tomorrow.

**Dimple Rajwanshi**  
MBA 12 Batch

## HERE'S WHY FEMINISM APPLIES TO EVERY SINGLE PERSON

Varsia  
MBA 12 Batch

### FEMINISM

There, I dropped the dreaded F-word! Before you tag me as a feminize, let me request you to read on for a minute. When you think of a feminist, please don't think of a woman yelling her guts out, blaming men for everything. That is not our intention, it never was. Feminism is not just about women, it's also about men. They need it as much as we do.

### Yes, feminism is about everyone.

- > It is about a woman, who was not promoted despite the degree from a reputed college,
- > It is also about the man, who lost the job to a pretty face,
- > It is about the little girl, who was not sent to school unlike her brother,
- > It is also about the boy, who had to carry his sister's bag to school just because he was a boy,
- > It is about the girl who was eve teased because she wore short clothes,
- > It is also about the guy, who thought he could do so because he's a man,
- > It is about the mother, who had to kill her daughter in the womb,
- > It is also about the father, who chose to bring her into the world despite society saying otherwise,
- > It is about the girl who was given the tag of a 'bad girl' just because she likes to party,
- > It is also about the guy, who was laughed at when he said he was sexually assaulted,
- > It is about the woman, who is paid one third the salary of her male counterparts,
- > It is also about the man who is not given sick leave as easily as his female colleagues.
- > It is about my grandmother, who thought she could never do anything without consulting my grandfather,
- > It is also about my grandfather who thought her place was in the kitchen.
- > It is about the woman who rushes back home from work to make dinner for her family,
- > It is also about the man who chooses to stay at home and takes care of the kids.
- > It is about the girl, who liked playing cricket but was forced to play with dolls instead,
- > It is as much about the guy who loved wearing pink but was called gay for it.

It is about her choices, as much as it is about his,  
And last but not the least; it is about the woman, who strongly voices her opinion on feminism openly,  
And it is also about the man who calls her feminize.

### Feminism is about everyone.

## PEN IS MIGHTIER THAN THE SWORD

I believe that pen is a powerful tool to oppose power of great injustice. Violence can make things worse. The pen is permanent and can make a powerful impact through several generations. A clash of arms does not influence the public or change ideas. It is the pen and the persuasive men behind them that do so. Gandhi Ji acquired India's independence through a non-violent protest and writing. He never used a sword to get what he wanted. All weapons can do is kill. But, on the other hand, others believe that the sword is the way to get things done. You could physically assault and harm me everyday that am fine. It could be particularly fun, or likely feel good, but it's of less importance to me than dragging my name and reputation through the mud and leaving me disgraced, which could be done by "pen", yet not by "sword". Words are stronger as actions. If someone hurts you with actions, the pain will go away. If someone hurts you with words, you'll constantly be reminded of those hurtful words. The words get stuck to you and they can't get removed, while a wound will heal eventually.



**“JEALOUSY IS JUST A LACK OF SELF-CONFIDENCE”**

JEALOUSY IS UNDENIABLY THE MOST FELT EMOTION. SOME CONTENTEDLY CONFRONT THIS SIDE, SOME DON'T AND SAME MAY EVEN MASTER THE ART OF ANNIHILATING SOMEONE ELSE'S HAPPINESS AND HAVE A MALICIOUS ENJOYMENT DERIVED FROM THEIR MISFORTUNE, SUCH MEN ARE OFTEN LABELED AS, SCHANDENFREUDE. FOR SCHANDENFREUDE RUINING A JOVIAL MOMENT OF CELEBRATION FOR SOMEONE IS THE SOLITARY AND A MORBID SOURCE FOR ATTAINMENT OF SELF HAPPINESS. MOCKINGLY, “THE JEALOUS ARE TROUBLESOME TO OTHERS, BUT A TORMENT TO THEMSELVES.”

**Dimple Rajwanshi**  
MBA 12 Batch

To anyone having the fire of passion blazing inside of him, failure curtains all treasured faith and mental balance, which he otherwise thought could never be tamed by any amount of misfortune.

As to an overly passionate person, dispassion is a feeling of zilch worth. And when misfortune is brazened out, consciousness is first to tremble. And an attempt to defame the achievements of an achiever seems like an obvious pick. Jealousy is also one of the most bewildering emotions, to a jealous all the burning anger in the universe seems to come rushing into his body, enabling the feeling of having all organs compactly centering themselves into gut and facilitating sheer rage aligning itself to desperate destruction. The volcano teeming off with blood, scuttle though the veins to erupt though its very end for false relief by crossing over the fences of virtuousness and inhibiting revenge for meaningless condolences. The evil within us is born, seeing the crown of our success being rested on the head of someone else. The reorganization seekers predominantly engross themselves anticipating how their friends and colleagues evaluate their choices; the quality of the exaggeration and content of these anticipated judgment therefore unknowingly make them bother about success and failure. If they could remain oblivious to such judgments, they had very little energy concentrating itself over such trivial things and more energy to dissipate after worthy actions.

To overcome jealousy, one must aspire to step ahead with positivity, if introspected profoundly, jealous attributes to deeply graded insecurities. Insecurities must be fought until their influence over goodness diminishes completely into the thin air.

If seen insecurities as a pleasant push from behind that helps us stride over the heinous with easy then it would be accepted as an eminent ingredient for success then insecurity is a loyal and an honest friend to keep. As people unsure of the knowledge they enclose, strive for betterment and leave no stone unturned. According to Daniel Kahneman, in his book “thinking, fast and slow”, “when we are at a state of cogitative easy, we are likely to be relatively casual and superficial in our thinking. On the contrary, when we feel strained, we are more likely to be vigilant and envious.” So, invest more effort in doing what you are doing instead of frowning after things you haven't accomplished.



**‘MAGIC’ PLANT DISCOVERY COULD LEAD TO GROWING FOOD IN SPACE**

**SUMMARY:**

A PLANT GENETICIST HAS DISCOVERED THE GENE IN THE ANCIENT AUSTRALIAN NATIVE TOBACCO PLANT NICOTIANA BENTHAMIANA, KNOWN AS PITJURI TO AUSTRALIAN INDIGENOUS ABORIGINALS TRIBES. THE DISCOVERY WAS MADE WHILE TRACING THE HISTORY OF THE PITJURI PLANT, WHICH FOR DECADES HAS BEEN USED BY GENETICISTS AS A MODEL PLANT UPON WHICH TO TEST VIRUSES AND VACCINES.

QUT researchers Dr Julia Bally and Professor Peter Waterhouse have discovered a plant with huge genome properties that can have the potential to be the 'laboratory rat' of the molecular plant world. This could open the door for such things as space-based food production  
Credit: Erika Fish

QUT scientists have discovered the gene that will open the door for space-based food production. Professor Peter Waterhouse, a plant geneticist at QUT, discovered the gene in the ancient Australian native tobacco plant *Nicotiana benthamiana*, known as Pitjuri to indigenous Aboriginals tribes. Professor Waterhouse made the discovery while tracing the history of the Pitjuri plant, which for decades has been used by geneticists as a model plant upon which to test viruses and vaccines. "This plant is the 'laboratory rat' of the molecular plant world," he said, "we think of it as a magical plant with amazing properties.



Scientists have discovered gene that will open the door for space-based food production.

- > "We now know that in 1939 its seeds were sent by an Australian scientist to a scientist in America and have been passed from lab to lab all over the world.
- > "By sequencing its genome and looking through historical records we have been able to determine that the original plant came from the Granites area near the Western Australia and Northern Territory border, close to where Wolf Creek was filmed.
- > "We know, through using a molecular clock and fossil records that this particular plant has survived in its current form in the wild for around 750,000 years." Lead researcher Dr Julia Bally said determining the exact species had led researchers on a quest to find out how the plant managed to survive in the wild for such a long period of time.
- > "What we found may have a big impact on future plant biotechnology research," Dr Bally said.
- > "We have discovered that it is the plant equivalent of the nude mouse used in medical research."
- > "The plant has lost its 'immune system' and has done that to focus its energies on being able to germinate and grow quickly, rapidly flower, and set seed after even a small amount of rainfall.
- > "Its focus is on creating small flowers but large seeds and on getting these seeds back into the soil in time for the next rain.
- > "The plant has worked out how to fight drought -- its number one predator -- in order to survive through generations."

Professor Waterhouse, a molecular geneticist with QUT's Centre for Tropical Crops and Biocommodities, said scientists could use this discovery to investigate other niche or sterile growing environments where plants were protected from disease -- and space was an intriguing option.

> "So the recent film *The Martian*, which involved an astronaut stranded on Mars growing potatoes while living in an artificial habitat, had a bit more science fact than fiction than people might think," he said.

Professor Waterhouse said the team's findings also have implications for future genetic research back here on Earth.

> "Scientists can now know how to turn other species into 'nude mice' for research purposes. So just as nude mice can be really good models for cancer research, 'nude' versions of crop plants could also speed up agricultural research," he said.

Professor Waterhouse said the fact that the *N. benthamiana* variety from central Australia had doubled its seed size also opened the door for investigations into how *N. benthamiana* could be used commercially as a bio factory, as seeds were an excellent place in which to make antibodies for pharmaceutical use.

**Sneha Mohanty**  
MBA 12 Batch



## ONE RANK, ONE PENSION FOR INDIAN ARMED FORCE

HEARTENING TO SEE THAT THE PERSON WHO GAVE HIS WHOLE LIFE SERVING THE NATION IS TAKING THE ROADS AND SHOUTING IN THESE OLD DAYS OF HIS LIFE FOR NON-OTHER THAN THE THING HE OWNS THAT IS 'OROP' (ONE RANK ONE PENSION)

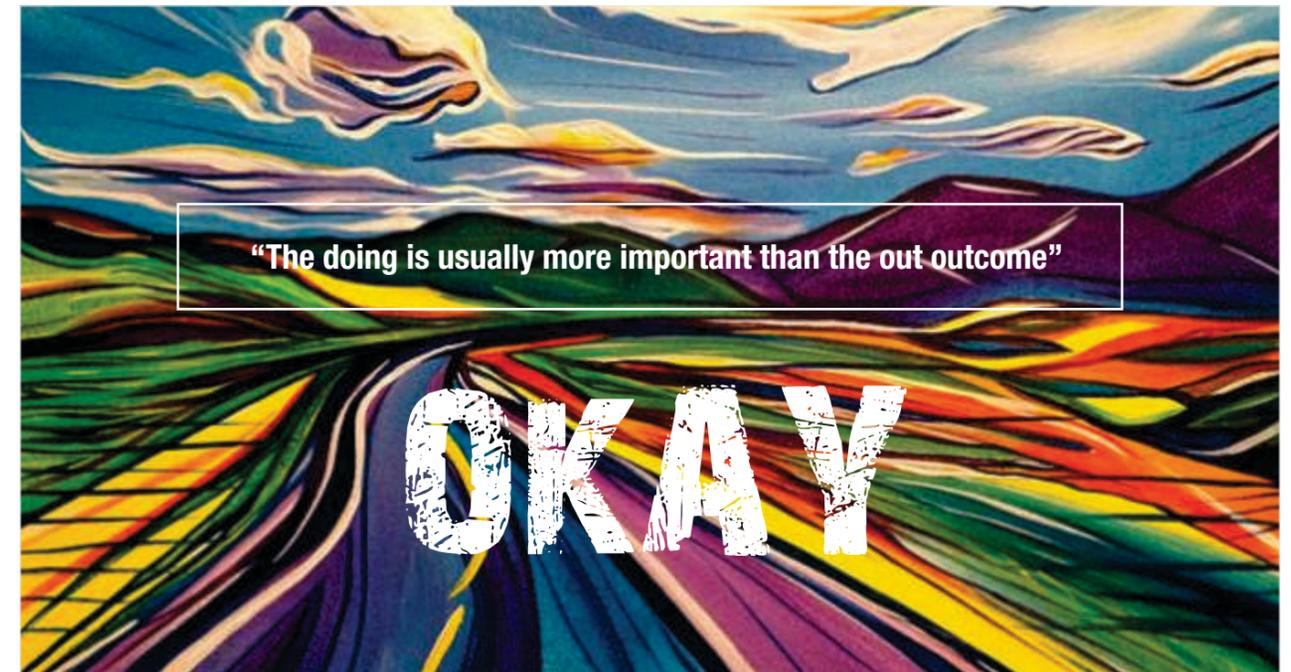
OROP has been a long lasting demand of millions of ex-servicemen of India. The defense minister of India Shri Manohar Parrikar has announced the OROP for the Ex-servicemen. OROP has awaiting the official stamp for more than four decades. The issue came to lime light in the last few months with a group starting protest at Delhi's Jantar Mantar and some of them even going to the limits of fast-unto-death. It was a matter of shame that the various governments remained undecided on the issue of OROP.

Concept of OROP infers a uniform pension is paid to the defense employees retiring in the same rank with the same length of service, regardless of their date of retirement. Further improvements in the rate of pensions would be routinely passed on to the past pensioners.

This suggests that it bridges the gap between the rate of pension of current and past pensioners at periodic intervals. Any hike in pension rates to be automatically passed on to pensioners. The date of retirement determines the amount of pension. With each pay Commission coming up with its recommendations every 10 years, the military personnel's who retire early, receives less pension as compared to those who retired later with the same rank and length of service.

Ex-servicemen who draw pension will benefit from the OROP scheme, particularly those who retired before 2006. Because at present, pensioner who retire before 2006 get less pensions as compared to their colleagues and even their subordinates. The scheme will benefit all three services that include air force, navy and Army.

**Pramod Chandra Bhatt**  
MBA 12 Batch



Some may believe that there always stays some light in the darkness of complete defeat and no matter how true it stands u can't believe in it until it really happens to you, until you see the light!

It's that very moment when you see no hope, everything around drives you insane, you can't stop thinking and you can't comprehend what you are exactly thinking, you see no impeccability and you can't pull out the faults either. You don't know where you stand and where you want to lead. Every path seems to have the potential to bring happiness to you but none attracts your foot steps towards it. You just remain standing and keep your glare motionless to the paths' leading ends, ends where defeat awaits and would surprisingly bump into your face! Entrapped to presume that to defeat your face seems both familiar and enthralling, even before the journey begins, you accept your defeat and when it truly stumble upon your face even the petite hope take wings and disappear in the narrow shadow of darkening clouds.

You cry a little not because you couldn't make it through the journey, yet again but, for a change you want to live without fretting about the journey, Feel free and measure the slender horizon of this hollow world. You begin to drop down your weapons and slop your armor and still expect that they would jump back into your grasp; as, even in your darkest of dark corners giving up hasn't got your consent. And so you hereby restart you futile journey with a fleeting hope that someday somewhere it'll eventually come down to make sense to you.

This emotion is more like a swirling maze whose end has mistakenly not constructed but, it sure has an end. Paradoxical to what seems true; we measure defeat by self esteem and confidence which obviously ride in our own beloved cart. Confidence, trust, self reliance and faith, may not assure success but it to great degrees they assure to make you stand and fight another battle and battles after battles until they successfully instill infallible victory in your glory. With brittle faith many men have buried unknown. To be known one must first stride towards light, open the window wide, let all the darkness wipe. Smile at every strand of light falling onto your face, illuminating the very end filled with darkness. And when all the imperative elements fall back one after another, aligning themselves fittingly. Turn back to the unfinished deed and take the first step in faith. You don't have to see the whole staircase, just take the first step. Winning is more like climbing a mountain. You, rapidly climb, ignoring the floppy sweat falling off your face, climb faster, climb harder, reach atop, enjoy the a few serene minutes, and as you look up, suddenly the mountain you had just climbed turns flat as you find another giant mountain before you and you restart your journey, strive to conquer another peak.

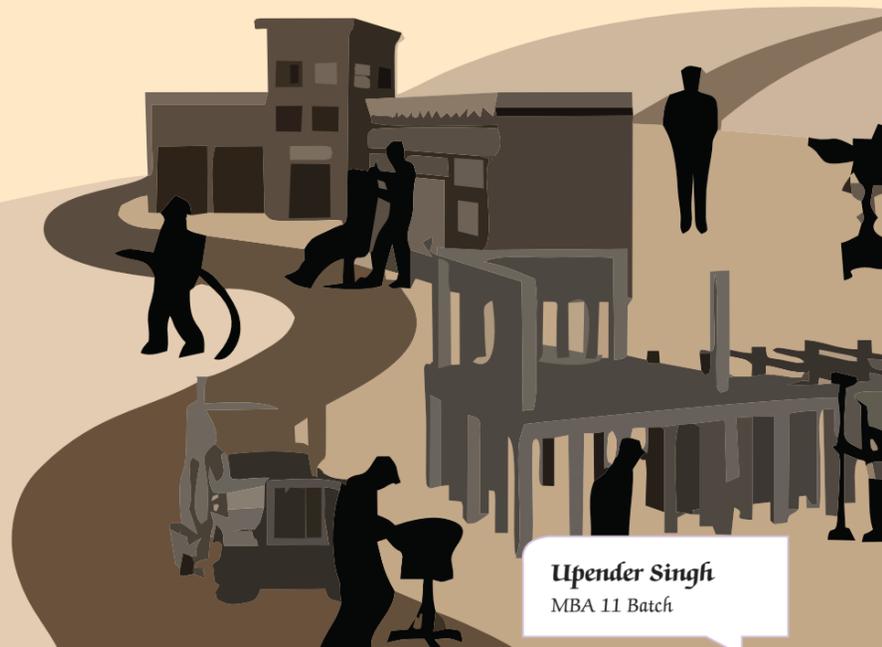
So, it's not about finding the "peak" as there is no end to peaks. It's the process, the journey we need to enjoy.

**Dimple Rajwanshi**  
MBA 12 Batch



# THEORETICAL EDUCATION IS NOT ABLE TO YIELD EMPLOYMENT

Only Skilled Education can take India forward



**Upender Singh**  
MBA 11 Batch

God Shredded in light or thee so speaks my heart whenever I think of my nation. Its rich heritage and culture have been prone to be the landslides of many nations in the whole world. Employment is not the issue of scarcity; it is the issue of justice. Firstly I would like to tell about the skilled education: It means gaining knowledge with practical experience. The best part of the skilled education is that it remains in our mind for a longer period of time. Skilled education is not limited to the IT professionals, Engineers, Managers, Doctors and Physicians but the real skill India is training traditional courses like welders, carpenters, cobblers, blacksmiths, tailoring, nursing, weavers, culinary arts etc.

Skill India should focus on these areas to achieve quick results in the shortest possible time like language skills, communication skills, positive thinking skills, mentoring skills, management skills, behavioral skills, employability skills etc. Skill India includes group discussions, brain storming sessions, practical field experiences, case studies etc. As we are aware that the "Skilling a millions Indians is a catalytic project which includes smart card certification programs like biometric identification, multi-functional programs etc.

Ninety lakh graduates pass out every year but only 15-20% is able to get the desired jobs and rest is left unemployed because of the lack of skills. Unemployed rate in India has increased from 8.28% in 2004 to 18.385 in 2014 because

the Indian youth is sitting idle at home. They do not have the concerned jobs for them. So basically I am trying to say that skilled education will eliminate two things from India: Eliminate employment and make our country a developed one. Just as the earth revolves around itself, we revolve around our own thoughts. We revolve to grow, develop and to elevate ourselves to the fullest. I would also to remind all of you about some famous world personalities like Marks Zuckerberg, Bill Gates, Steve Jobs who do not have any theoretical education, but only skilling have them successful. Also we can take some live examples like Sachin Tendulkar, Varun Aggarwal and Dhirubhai Ambani who have followed the same path. As a M.B.A student when I go for an interview, the interviewer is not at all concerned about my educational degrees like B.com, B.B.A, B.C.A, B.ed, B.tech and M.B.A, but mostly he is concerned about the skills which I have inculcated in me throughout my education. At the last we have institutes like Hi-tech, F-tech and Delhi Institute of Vocational Studies which are providing skills development as initiated by National Skills Development Council and National Skills Registry to find the databases of the unemployed youth.

At last I would like to conclude the article by saying the phrase to which we are looking forward:

IT+IT = IT.....  
i.e Indian Talent + Information Technology = India Tomorrow.

# EXAM STORIES

**Shivani Chauhan**  
MBA 12 Batch

Like all good Indians, a large part of my sense of self-worth comes from the exams I have given. On average, I still wake up three nights a week in a cold sweat, roused in terror from a nightmare in which I have either missed a paper, or studied for the wrong one. However, as my breathing normalizes, I realize that still a month is left before semester exams show up. So I high-five myself, turn the pillow over to avoid the bit that's gone cold from drool, and go back to sleep. However, most of you have already started preparing for exams that is for sure. I'm sure you have questions about this trying time, so I have prepared a handy guide to help you out.



## Are Exams important?

If your sir name is Ambani, nope. If it isn't, yup.

## Why? Will a good score help me get a good job?

Sadly, no. To get a good job, you'll have to finish the exams and then give another equally difficult aptitude test and an interview then fail at that, kill yourself because you're stupid support system will humiliate you for your failure, and then come back in your next life to give the exam again. By your 15th life, you will clear both exams and get into a good college. Following which you will immediately be killed again by the brutality that passes for "ragging" in this country.

## Wait, so then why are good scores important?

Because you probably live with a family, in a building, within a society, in a neighborhood, in a city, that will judge your character and fiber as a person based on how much you score. If you score well, you achieve something more important than academic success. Your good score:

- > Shuts your own family up (for a week) about "paying attention to studies"
- > Gives your grandmother ammunition against that uncle who keeps bragging about how his kids are in some awesome company at a post you're never going to reach.
- > Gives acidity to six competitive aunties
- > REALLY disturbs that person in your class who keeps track of how much others are studying and never ever reveals his or her strategy.

Trust me, the smugness a good score buys you outweighs any academic benefit it may have.

## What all do I need for my exams?

Three ball pens, in case one dies. A ruler and some pencils, because if you doubt the quality of your answer, the best way to fool an examiner is to underline the ever-loving shit out of everything. In India, neatness is an acceptable substitute for ignorance.

## How should I prepare for my exams?

Study, because it's the right and disciplined thing to do. But not just because of that. Don't worry about the future, and your career, and letting other people down. I promise you, it doesn't matter what happens, it doesn't matter if your papers get eaten by leopards that ISIS sent to destabilize India. No matter how big the train wreck, I promise you tomorrow will be okay, and there is a place in the sun for you, and it isn't dictated by numbers on a piece of paper.

## Anything else?

Yes, remind your family to overreact to the situation. You do not prepare for your exams, WE prepare for them. We don't support you, we go to war for you. Remind both parents to take four months of leave from work. This is not to help you prepare, but for the all-important ritual of your family accompanying you in droves to the examination centre so they can stand around looking worried for two hours as you give the paper, and then get more worried as they trade notes with other families who are doing the same thing, and then die of a heart-attack as a result of the worry, thus making the exams more important, because now you're the sole bread-winner.

I guess what I'm saying is, no pressure.



# Industry Interface





# The 9 Things you need to let go to be happy



Everyone has one common goal in life: to achieve true happiness. The biggest factor holding us back from achieving our dreams is, simply and sadly, our own selves. We put limitations on ourselves every day, whether intentionally or unintentionally. There are so many ways we can alleviate these restraints. Remember, life can either be something you embrace or something you hide from. Stop making things complicated and just live your life, keeping in mind to let go off the following few points.

## 1. The Approval of Others

Who gives a crap what other people think? If you are happy with the decisions you have made, then whose business is that but your own? Think of how much you could achieve if you stopped letting other people's opinions dictate the way you live your life. Do you, and engage in whatever actions you think might better your life.

## 2. Idea of a Perfect Partner

There is no such thing as a perfect partner, so throw your checklist out the window. In life, what prevents us from moving forward is looking at the perfect image of a partner we make in our minds. Find the right person for you: one that you can love with all your heart, one you feel comfortable with and one that accepts you for the person you are. The sooner you realize there isn't one perfect person out there for you, the better off you will be.

## 3. Procrastination

Stop thinking you will finally get to whatever task is at hand tomorrow. Live in the present, and get your sh\*t done when it needs to be done. Maximize your time to the best of your ability.

## 4. Negativity

Stop thinking of life as a glass half empty, but rather, half full. You have so much to be grateful for, if only you took a moment to appreciate it. Anything is possible in the mind of a positive thinker.

Shivani Chauhan  
MBA 12 Batch

## 5. Jealousy

Happiness is not having what you want; it wants what you have. Stop envying others and learn to appreciate what you have. Everyone's life is unique; you have certain things to offer that others cannot. So stop being jealous.

## 6. Depending on Others for Happiness

At the end of the day, the only person you can count on 100 percent of the time is yourself. Do not make the unfortunate mistake many people do and put your happiness in the hands of others. A relationship is not going to fulfill the void if you can't even make yourself happy. You need to achieve happiness on your own before you can find someone else to share it with. Never ever depend on other for your happiness. :)

## 7. The Past

Stop living in the past! There is virtually nothing you can gain if you wallow in mistakes you have previously made. Take past mistakes as lessons learned, and move forward.

## 8. The Need for Control

Sometimes you just need to let life happen the way it is meant to. You cannot spend your life stressing about things that are outside of your control. Try to relax, and let things play out naturally. Embrace the unknown, as this is where you will be surprised the most.

## 9. Expectations

Managing your expectations is the key to happiness. If you let go of expectations, you will never be disappointed.

- 1. KNOW YOUR GOALS:** In order to truly accomplish something great and multi platinum, you first need to know what that is. Once you know what to do, the universe will conspire to get you what you want. What I'm talking about is perspective. Like so many overweight women that take close up pictures of their eyes so people don't see that they're fat -you lack the bigger picture. And so do them. I hope you all understand my point here. :D
- 2. ELIMINATE DISTRACTIONS:** Razor sharp focus is a key to achieving your goals. Often, you will have to battle your mind to stay steady on the path to success. See, your mind really wants you to watch any movie you've been craving to watch since months but you have exams just round the corner or some other important stuff lined up that needs to be done and you can give yourself 100 reasons why you shouldn't watch the movie or procrastinate that important work that requires your much needed attention but still you will and this is where you're best off using these handy focus tools:  
  
Consequences: Write down five consequences of getting distracted from your work and staple them to a handy location, probably not your forehead. These consequences must bear sufficient weight to prevent you from getting distracted.  
  
Memes: Print out a large meme sporting the words "Y U NO WORK?" Look at this from time to time and you will remember that you live in a world where people think that this is funny. This will disillusion you with the state of civilization and make you return to the tasks at hand. The world needs to change, there is work to do.
- 4. FAILURE:** Several irritating successful people will tell you that no matter what they did in their lives, they weren't afraid to fail. Let me tell you something more important. Failure is not OK. Failure is like trying to climb a mountain, and then failing. It sucks, and you'll suck for doing it. However, what you choose to fail at is completely up to you. If you failed to run ten miles because the friction between your thighs set your shorts on fire, then hey you just succeeded in running six miles .Also don't tell anyone what you're doing until you finish doing it. :D
- 5. SETTLE:** Life is hard. You might have a great thing going in the future, but how are things right now? Do you have any skills? Don't think so. Do you want to develop some bad ass skills? Well of course you do. But do you want to spend ten thousand hours doing that? Yup that long.

Now tell me, would it really be that terrible to be mediocre and play Xbox? Nah you can eat whatever you want. The world needs normal people too, and hey at least you'll still be above the rest of the idiots who are just like you but think they're talented. That's got to count for something, right?

- 3. DEVELOP AN ACTION PLAN:** Goals are nothing without a yellow brick road to them. Having an action plan gives you the ability to pace your work, get a glimpse of the big picture and also tell people that you're super busy right now, bro. An action plan will give you a suitable timeline you can use to keep abreast of where you should be at this point in time.

Supriya  
MBA 12 Batch

# 5 Simple Tips to Incredible Success



**Dimple Rajwanshi**  
MBA 12 Batch

# bitcoin

Crypto currency technology is a radical approach to money that transforms the most fundamental block of our hyper connected data driven global economy. The programmable open character of crypto currency allows us to completely renovate our money ecosystem and make it more efficient and transparent. It is a gospel revolution in the world where globalization will no longer be confined as an ideology accepted in its restricted form but an insinuated mechanism for a decentralized network of transaction. Bitcoin is one of the most popular cryptographic electronic currencies, purely peer to peer version of electronic cash. It's a new kind of universal money that can be owned by everyone, spent anywhere and users can transact directly without the intervention of trusted third parties like banks, government and accountants to facilitate and approve their transactions. Like internet, the Bitcoin network isn't ran by a central authority. Instead it's built and sustained by the people who hooked their computers into it. Bitcoin has its software protocol – the rules that dictate how the system works within an adeptly constructed decentralized network.

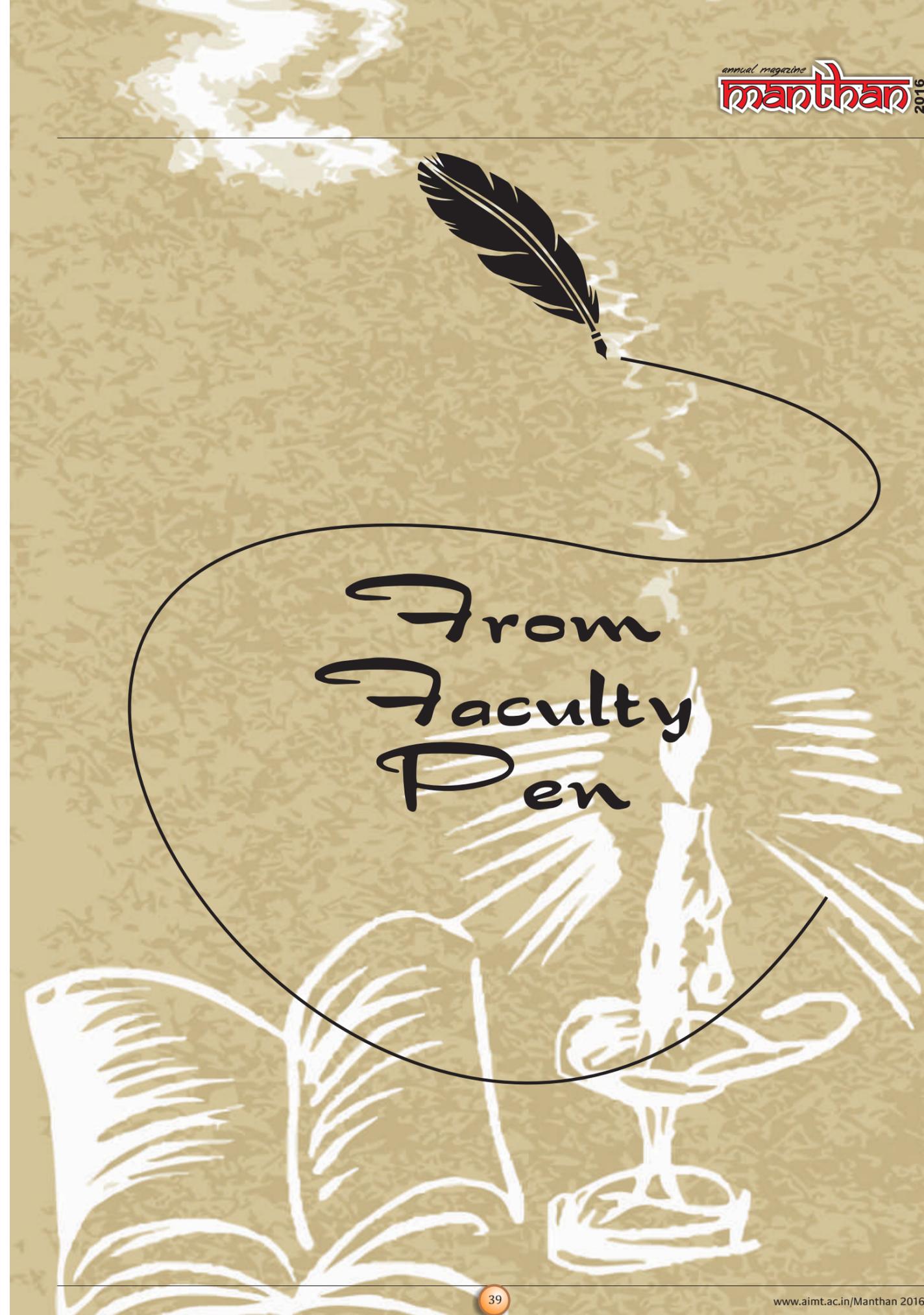
The technical details of how this works could be mind-numbingly complicated- involving challenge to solve complex mathematical problem over networks of computers and the person who manages to solve the problem first gets the Bitcoins . Another interesting thing is that the Bitcoins can be broken down into 8 decimal places this mean you can send a fraction of Bitcoins and represent any amount of money. Bitcoin is not only a technological stimulus but also a liberalized remedy to state intervention. It causes a paradigm shift and breaks the position of middle man by building a convenient escape from the burdensome fees that banks and other institutions normally charge for traditional transactions. To stop this free influx, Government cannot shut down a server to stop Bitcoin. It'll have to shut down the entire internet

grid which seems preposterous. It separates money from state as a result of these and other concerns, the currency has inspired the critical eye of government legislators and major players from the monetary sector.

### HOW DOES THE MECHANISM OF Bitcoin WORK?

Bitcoins are created by the process called "mining," which involves competing to find solutions to mathematical problems while processing Bitcoin transactions. Any participant in the Bitcoin network may operate as a miner, using their computer's power to verify and record transactions. Hence, securing the ownership of digital asset. Most currencies are issued by the central authority that controls the money supply. Bitcoins are issued to users who help process the transaction in the network by Bitcoin mining. When you send someone Bitcoin the transaction is broadcasted in the entire network. After that it's verified and recorded in a public ledger called blockchain. The block chain contains a record of every Bitcoin transaction that has occurred since the system began and it's shared and maintained in the network for everyone to see. Bitcoin miners are specialized computers that do the work required to verify and record transactions in the blockchain and as a reward for their work they receive Bitcoins and this is how Bitcoins are released in the circulations.

The system is so programmed that only 21 million Bitcoins will ever exist and as the time goes by the mining reward would decrease, making Bitcoin somewhat like a digital gold. Bitcoin total market value is estimated at between 5 million – 10 million US dollars, depending on the Bitcoin-to-dollar exchange rate. Perfect money should have limited supply, should be easily recognizable, durable, transportable and Bitcoin seems to have all these traits better than any other form of Only time would infer the intrinsic value of Bitcoin. But right now the Bitcoin fever is at all-time high.



# WINDOW DISPLAYS

## A CORE MERCHANDISING TOOL

The war of merchandising the products at the market place has become forceful. The companies are all out to leverage the art of displaying the products at a prominent location of the retail outlet. To meet and beat competition the companies are trying to make full use of the retail outlet. Who comes first and provide a lucrative display offer to the retailer is normally a challenging task for the companies. These days the electronic media (advertisement) fight of the companies has tapered down to the point of sale (retail outlet in the form of window displays).

A window display is a form of point of sale advertising in which the products are exhibited in a manner that it attracts customer attention. Window display helps in brand building and also acts as a reminder (reinforcement) to the main advertising campaign of the product. These days the companies are trying to create an aura of the product by choosing appropriate location for the display. It is in all probability situated outside the retail shop, however, recently the displays have also been observed inside the shop. When the window display is kept outside the shop it acts as a general advertising message to the consumer, but, when it's inside the shop, it primarily catches the attention of those customers who have visited the shop with an intention of purchasing something. Thus, with these displays the customers are induced to an environment which triggers impulse buying.

Variety of window displays is being used by companies to promote their products. As per the product profile, a particular type of window display is being booked by the company. A window display which primarily highlights the brand and its sole purpose is to reinforce the brand message at the retail outlet. Such displays are termed as **brand image window displays**.

**Dr. Sanjeev Tandon**  
Associate Professor



WINDOW DISPLAY HELPS IN BRAND BUILDING AND ALSO ACTS AS A REMINDER (REINFORCEMENT) TO THE MAIN ADVERTISING CAMPAIGN OF THE PRODUCT. THESE DAYS THE COMPANIES ARE TRYING TO CREATE AN AURA OF THE PRODUCT BY CHOOSING APPROPRIATE LOCATION FOR THE DISPLAY. IT IS IN ALL PROBABILITY SITUATED OUTSIDE THE RETAIL SHOP, HOWEVER, RECENTLY THE DISPLAYS HAVE ALSO BEEN OBSERVED INSIDE THE SHOP.

When a window display has been endorsed by a celebrity, it's being termed as **signature window display**. During festive seasons like, Diwali, Christmas or Valentine day, the window display revolves around a theme. Such seasonal idea or occasion is termed as **theme window display**. The theme display must avoid religious communication and only the concept of the festival has to be highlighted, when the window display is planned by the company inside the shop. Such displays revolve around emotions; it is termed as **mood window display**. It has more of aesthetics in the design and has a classy touch.

The display of the products happening inside the shop is usually known as **shelf display**. The product is not stocked with an intention of display, but, with an intention of sale. Shelf displays are comparatively a very economical option to window display, as a company does not incur any cost. The companies are keener to maximize the shelf displays. The sales representative of the company request or motivate the retailer to keep their products on the shelf rather than keeping it inside the retail store or down below the counter.

### How to design a window display?

There are several methods to design a window display; the most common designs used are with back up sheets window dressings like cloth, glazed paper, thermocol cut out dummies etc. While designing a window display a company must be careful to ensure that the window is cleaned and wiped with a wet cloth so as to remove any dust etc. Plan the space allocation for the display; preferably draw two or three layouts on paper before the start of the design. The geometry aspect of the display should be kept in mind. There should be no overlaps and the overall display should be neat and should have a clear look. One should not forget to place a product inside the display or the dummies pack, whichever is available. Please ensure that all SKU's are displayed (unless there is specific guideline to display only certain SKU's).

### What are the factors that influence window display?

#### Location

The selection of good location is always a difficult task. While selecting a location keep in mind that there is a large flow of consumers at the shop. Preferably choose a window next to a major strategic junction. Inside the shop, choose the areas where the customers spend the longest time or area which is frequently visited. Do not choose dark areas that are not reachable, also based on the age of a consumer make sure that the products are within hands reach (preferably the eye contact area).

#### Types of window displays

The various types of displays that can be used are largely decided on the practical experiences of the sales staff however, the number of displays per outlet and the final impact on costs versus returns is what should be kept in mind while selecting the displays.

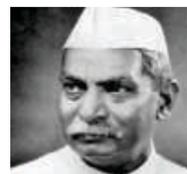
#### Height of window display

Eye level is also considered as the buying level. Hence where ever possible try and get displays at the eye level.

#### Size of window display

Big is not always good. If we overdo a display it actually kills the display. A too small a display is equally bad, since the consumer may not notice the display. Hence try and get an optimum size window display.

At last, the significance of window displays has increased multi-folds. These days' companies have started increasing more budgets for the displays. It's regarded as an important activity to be performed by the sales executives at the point of sale (retail outlet). According to the potential of the sales territory, displays are allotted and arranged. Thus, the success of a product recall in the customer's mind has gained significance because of window displays.



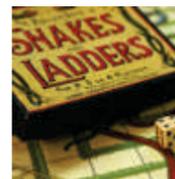
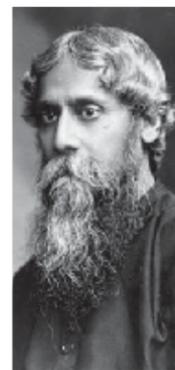
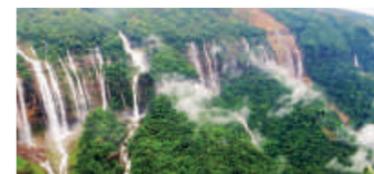
# 25 F A @ T S ABOUT INDIA



“India is, the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great grandmother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India only.” These are not our words. These are the words of the great Mark Twain. And here are 25 Indians facts to support his statement:



- A floating post office**  
India has the largest postal network in the world with over 1, 55,015 post offices. A single post office on an average serves a population of 7,175 people. The floating post office in Dal Lake, Srinagar, was inaugurated in August 2011.
- Kumbh Mela gathering visible from space**  
The 2011 Kumbh Mela was the largest gathering of people with over 75 million pilgrims. The gathering was so huge that the crowd was visible from space.
- The wettest inhabited place in the world**  
Mawsynram, a village on the Khasi Hills, Meghalaya, receives the highest recorded average rainfall in the world. Cherrapunji, also a part of Meghalaya, holds the record for the most rainfall in the calendar year of 1861.
- Bandra Worli Sealink has steel wires equal to the earth's circumference**  
It took a total of 2,57,00,000 man hours for completion and also weighs as much as 50,000 African elephants. A true engineering and architectural marvel.
- The highest cricket ground in the world**  
At an altitude of 2,444 meters, the Chail Cricket Ground in Chail, Himachal Pradesh, is the highest in the world. It was built in 1893 and is a part of the Chail Military School.
- Shampooing is an Indian concept**  
Shampoo was invented in India, not the commercial liquid ones but the method by use of herbs. The word 'shampoo' itself has been derived from the Sanskrit word champu, which means to massage.
- The Indian national Kabaddi team**  
Has won all World Cups India has won all 5 men's Kabaddi World Cups held till now and have been undefeated throughout these tournaments. The Indian women's team has also won all Kabaddi World Cups held till date.
- Water on the moon was discovered by India**  
In September 2009, India's ISRO Chandrayaan-1 using its Moon Mineralogy Mapper detected water on the moon for the first time.
- Science day in Switzerland is dedicated to Ex-Indian President, APJ Abdul Kalam**  
The father of India's missile programme had visited Switzerland back in 2006. Upon his arrival, Switzerland declared May 26th as Science Day.
- India's first President only took 50% of his salary**  
When Dr Rajendra Prasad was appointed the President of India, he only took 50% of his salary, claiming he did not require more than that. Towards the end of his 12-year tenure he only took 25% of his salary. The salary of the President was Rs 10,000 back then.
- The first rocket in India was transported on a cycle**  
The first rocket was so light and small that it was transported on a bicycle to the Thumba Launching Station in Thiruvananthapuram, Kerala.
- India has a spa just for elephants**  
Elephants receive baths, massages and even food at the Punnathoor Cotta Elephant Yard Rejuvenation Centre in Kerala. Now that's a BIG step for the country.



- India is the world's second-largest English speaking country**  
India is second only to the USA when it comes to speaking English with around 125 million people speaking the language, which is only 10% of our population. This is expected to grow by quite a margin in the coming years.
- Freddie Mercury and Ben Kingsley are both of Indian descent**  
Freddie Mercury, the legendary singer of the rock band 'Queen' was born a Parsi with the name Farrokh Bulsara while the famous Oscar winning Hollywood star Ben Kingsley was born Krishna Pandit Bhanji.
- Astronaut Rakesh Sharma said India looks saare jahaan se achcha from space**  
Former Prime Minister Indira Gandhi asked the first Indian in space, Rakesh Sharma, about how India looked from space. His response was our famous patriotic song, "Saare Jahaan Se Achcha."
- Havell's is purely an Indian brand & named after its first owner**  
Though the company was bought for just 10 lakh Rupees a long time ago and is now a multi-billion electrical goods company, it's an Indian company and is still named after its original owner, Haveli Ram Gupta.
- Diamonds were first mined in India**  
Initially, diamonds were only found in the alluvial deposits in Guntur and Krishna District of the Krishna River Delta. Until diamonds were found in Brazil during the 18th century, India led the world in diamond production.
- A special polling station is set up for a lone voter in the middle of Gir Forest**  
Mahant Bharatdas Darshandas has been voting since 2004 and during every election since then, a special polling booth is set up exclusively for him as he is the only voter from Banej in Gir forest.
- Snakes and Ladders originated in India**  
Earlier known as Moksha Patamu, the game was initially invented as a moral lesson about karma to be taught to children. It was later commercialized and has become one of the most popular board games in the world.
- Largest number of vegetarians in the world**  
Be it because of religious reasons or personal choices or both, around 20-40% of Indians are vegetarians, making it the largest vegetarian-friendly country in the world.
- The world's largest producer of milk**  
India recently overtook the European Union with production reaching over 132.4m tonnes in 2014.
- The first country to consume sugar**  
India was the first country to develop extraction and purifying techniques of sugar. Many visitors from abroad learnt the refining and cultivation of sugar from us.
- The human calculator**  
Shakuntla Devi was given this title after she demonstrated the calculation of two 13 digit numbers: 7,686,369,774,870 × 2,465, 099,745,779 which were picked at random. She answered correctly within 28 seconds.
- Rabindranath Tagore also wrote the national anthem**  
for Bangladesh Rabindranath Tagore is credited not only for writing the Indian national anthem, Jana Gana Mana, but the Bangladeshi national anthem, Amar Sonar Bangla, as well. He was also offered knighthood by the British but refused the honour after the Jalianwala Bagh massacre.
- Dhyan Chand was offered German citizenship**  
After defeating Germany 8-1 in the 1936 Berlin Olympics, Major Dhyan Chand, the wizard of hockey, was summoned by Hitler. He was promised German citizenship, a high post in the German military and the chance to play for the German national side. Dhyan Chand however declined the offer.

# Placement Corner




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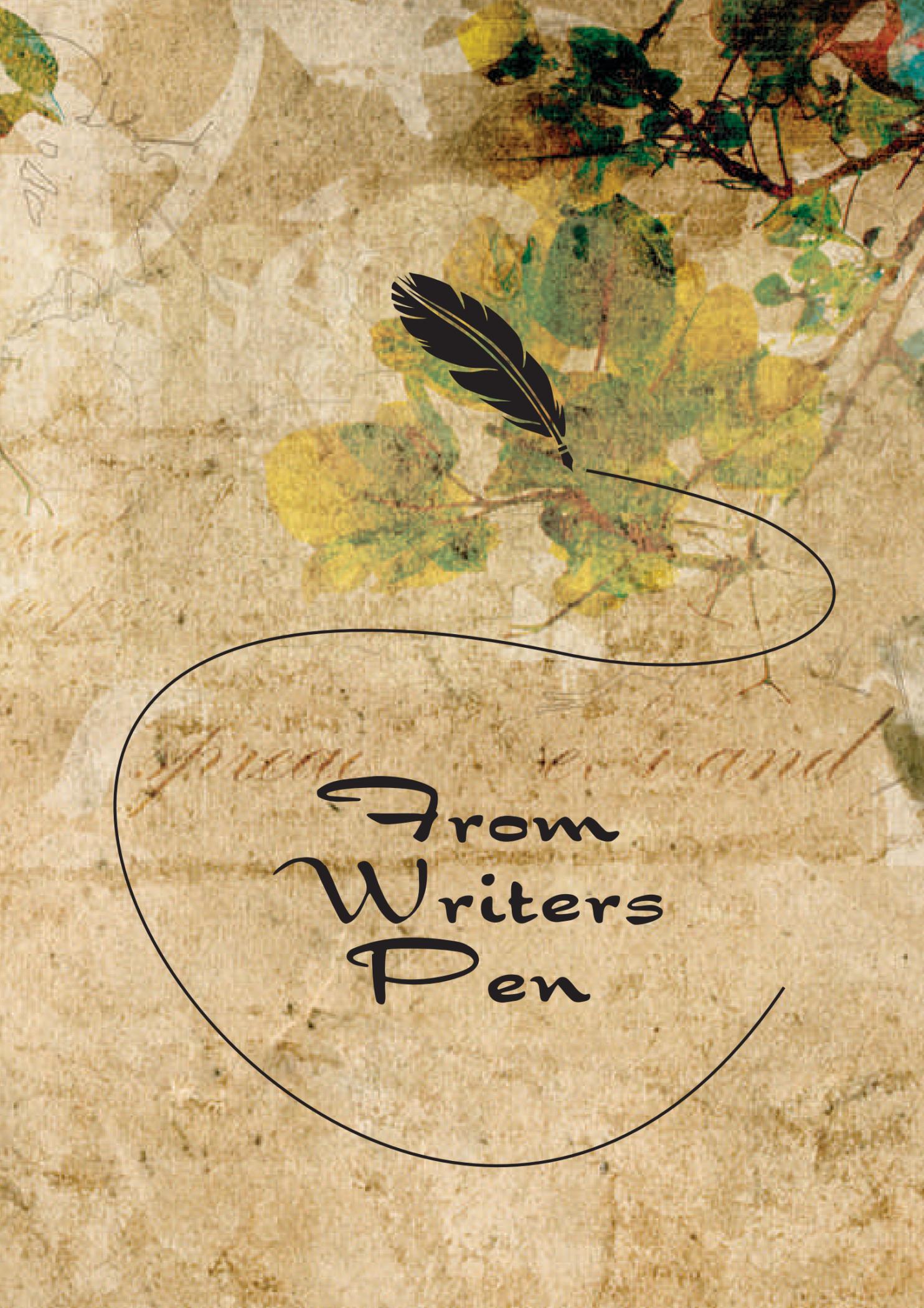
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## *The fact of compassionate act*

At times it may seem the good things are  
Not happening to you because you are the  
Good thing which can happen to others.

We make a living by what we get but  
We make a life by what we give.

We cant actually sacrifice anything because in every such act

We get something in return... that's the fact..  
sacrifice the Luxury of house and the word becomes  
Your house. Sacrifice the made race of game,  
Power, money and you'll experience inner harmony.

Sacrifice hatred, anger and in you the love will flower.  
Because love is not a sacrifice but our intrinsic nature.



## *The way to success*

Take time to think  
It is the source of power

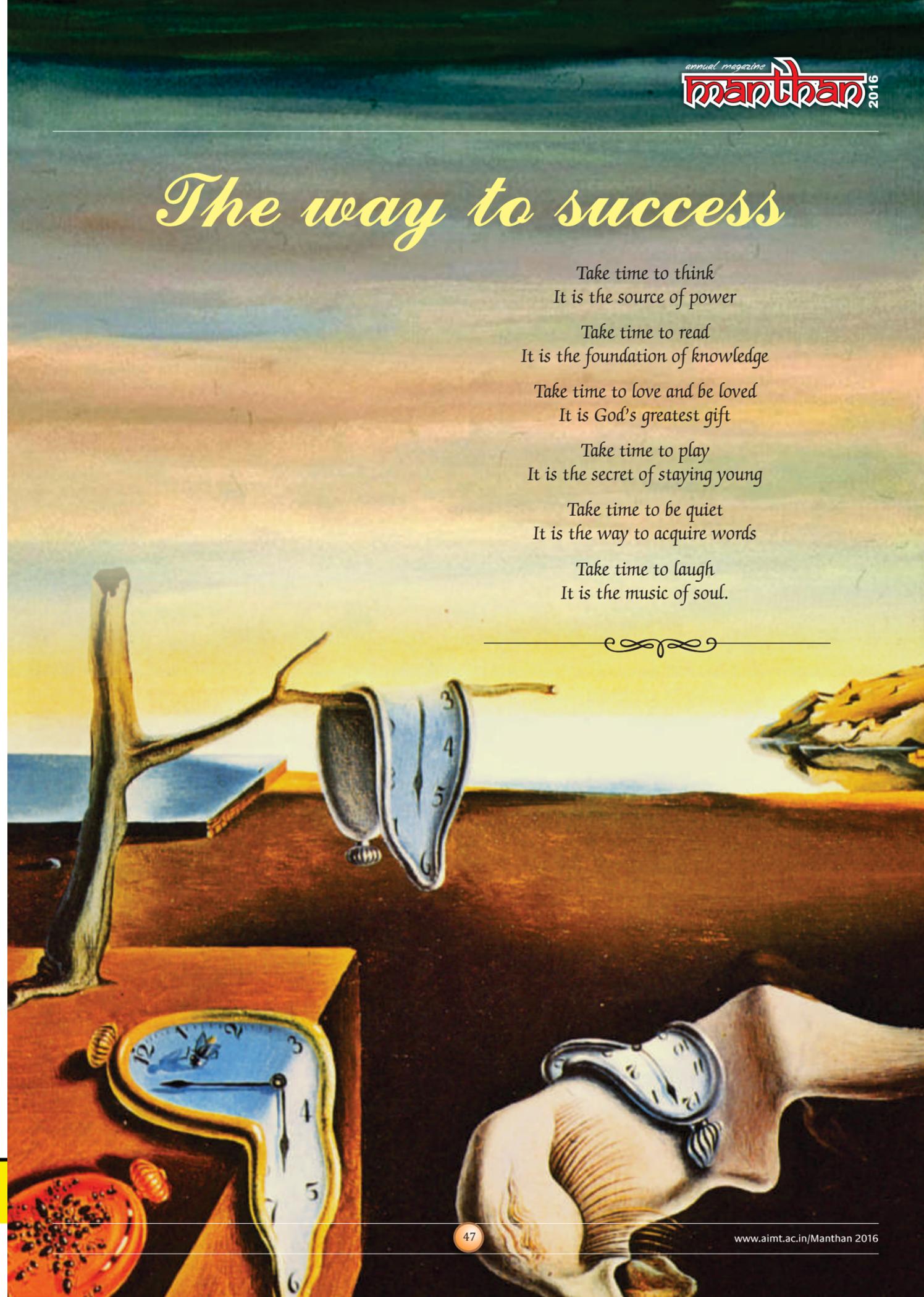
Take time to read  
It is the foundation of knowledge

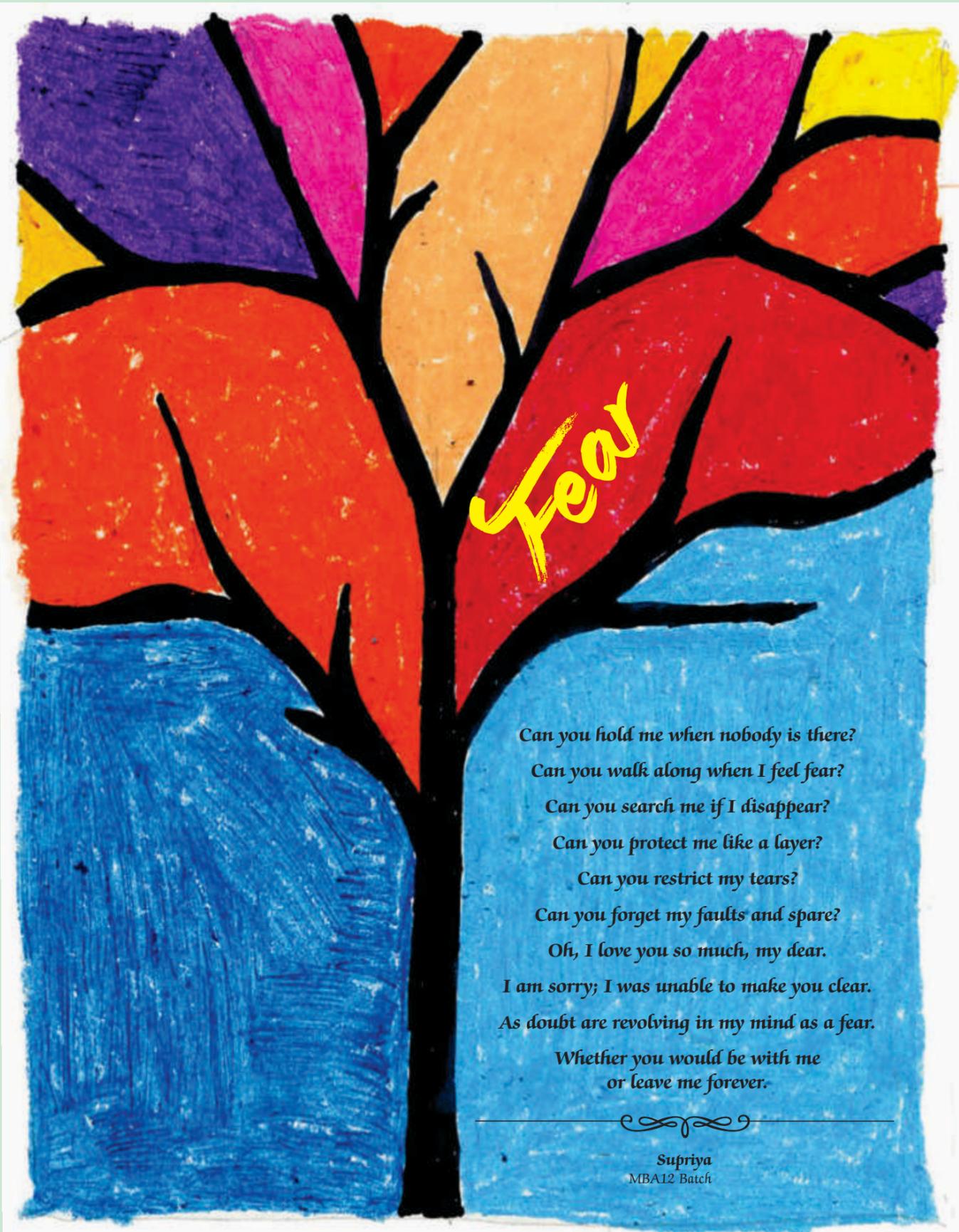
Take time to love and be loved  
It is God's greatest gift

Take time to play  
It is the secret of staying young

Take time to be quiet  
It is the way to acquire words

Take time to laugh  
It is the music of soul.





*Fear*

Can you hold me when nobody is there?  
Can you walk along when I feel fear?  
Can you search me if I disappear?  
Can you protect me like a layer?  
Can you restrict my tears?  
Can you forget my faults and spare?  
Oh, I love you so much, my dear.  
I am sorry; I was unable to make you clear.  
As doubt are revolving in my mind as a fear.  
Whether you would be with me  
or leave me forever.



Supriya  
MBA12 Batch

## *Special you*

You are special to this world,  
There is something different that you hold,

You may be living in and living out dreams,  
There is something important inside you that scream,

And screams out loud,  
Making everyone feel proud,  
And lifting others off the ground,  
Every time when you set for the challenges!

And with such an ease, this is what you manage.  
There's a fire inside you,  
Burning oceans is what it's meant to do.

May you reach the sky high  
And still having yourself grounded thereby!



Rohit Khajuria  
MBA 12 Batch



## *Salute you woman*

Oh women! Live at your life. You are  
The mother, who give birth to other.

Yet they make hard for you to survive,  
Oh women! But I bow to your life.

A mother is stopped, from giving  
To stop you from taking birth is like

Any law of philosophy will fail against you.  
Psychology will not be able to read your mind

No literature can define you, and no  
Heart functions neither economy can

Feed with chapattis nine, actually the  
Hungary tenth is mother of thine.

What a women can do, not only because she  
Because she is born as a women and

So she is a woman who can never  
Oh Women! But I bow to your life



**Deepika Kumari**  
MBA 11 Batch



## *I would wait for you*

She said I would wait for you  
I then boarded my war plane.

I had been torn between the  
Call of love and duty  
On one side was my country  
On the other beauty

Her promise relieved me of  
On the battle field I did  
Fight bravely in her name  
Thinking she would welcome me  
As I came back in fame.

Through welcome me she did  
Not with a smile of love, but,  
One that was conceitod.

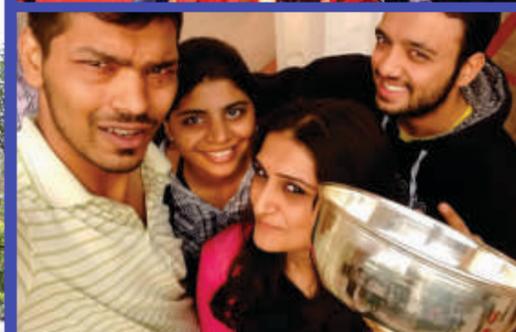
It was not long ere I found  
That she was no more mine  
Separation had caused the  
Flame of love to decline

I don't know who is to blame,  
All I know is confidence  
Alone cannot take us far





# LIFE@AIMT





## Father's Day

Sab bolte hai ki hum karte hai apni Maa se pyar.  
Kisi ne bhi nahi likha Baap k bare mein yaar.

Joh karta hai mehnat par nahi kabhi dhiikhata.  
Joh apni pareshaniyan apni hansii k piche hai chipata.

Jiski ungli pakad k sikhate hai hum chalna.  
Usse puchho kya hota hai dhup mein jalna.

Sham ko apne kam se thak k aana.  
Aur phir bacho ko ghumane le jaana.

Koi nahi samjhata uske jazbaat.  
Kaise kamata hai paise kya hai uski halaat.

Woh kabhi nahi dikhata apne dhuk.  
Bss deta rehta hai apne parivaar ko har shuk.

Karta hai apne bacho se bahut pyar par nahi kabhi dikhata.  
Usko shayad maa ki tarah pyar jatana hi nahi aata.

Badeh hoke karte hai hum uss Baap ka apmaan.  
Kehte hai kuch khass nahi kiya ye toh tha apka kaam.

Khud karta hai kanjusi par bacho k liye nahi rakhta koi kami.  
Wahi sikhata hai humme kiya galat kya hai safii.

Koi nahi samajhta us baap ka dard.  
Sab sochte hai ki uske pass dil nahi joh hai mard.

Sari umar apni who apne bacho ko hai paalta.  
Bacho ko dilwata hai naye khud purane hi daalta.

Kadar karo uski uske bina ho tum zero.  
Baap hota hai baccho k liye unka super hero.



**Nitish Ranjan**  
MBA 12 Batch

हर रिश्ते में विश्वास रहने दो,  
जुबान पर हर वक्त मिठास रहने दो।  
यही तो अंदाज है जिंदगी जीने का,  
ना खुद रहो उदास, ना दुसरो को रहने दो।।

जीवन मिलना भाग्य की बात है,  
मृत्यु होना समय की बात है।  
पर मृत्यु की बाद भी लगी कि दिलो में जीवित रहना,  
ये कर्मों की बात है।।

वक्त का पता नहीं चलता अपनों के साथ,  
पर अपनों का पता चलता है, वक्त के साथ।  
वक्त नहीं बदलता अपनों के साथ,  
पर अपने जरूर बदल जाते है वक्त के साथ।।

जिंदगी पल-पल ढलती है,  
जैसे रेत मुठी से फिसलती है।  
शिकवा कितने भी हो हर पल,  
फिर भी हस्ते रहना।  
क्योंकि ये जिंदगी जैसी भी है,  
बस एक ही बार मिलती है।।

# रिश्तों का अहसास

कागज अपनी किस्मत से उड़ता है,  
पतंग अपनी काबिलियत से।  
जिंदगी में किस्मत साथ दे वा दे ना दे,  
काबिलियत हमेशा साथ देती है।  
रात नहीं ख़्वाब बदलता है,  
मंजिल नहीं करवा बदलता है।  
होसला रखे जितने का हरदम,  
किस्मत बदले ना बदले, वक्त जरूर बदलता  
है।।

काम ऐसा करो, की पहचान बन जाये,  
हर कदम ऐसे चलो की निशान बन जाये।  
जिंदगी तो सब काट लेते है,  
जिंदगी ऐसे जियो, की मिशाल बन जाये।।



**Lokesh Kumar**  
MBA 11 Batch



कभी-कभी मेरे दिल में ख्याल आता है..  
की काश इन परिदो जैसे हम उड़ पाते,  
जिंदगी को अपने रुख में मोड़ पाते,  
इन सिसकियों से पुराने नाते तो? पाते,  
झुटे हुए हाथो, दूटे हुए दिलो को जोड़ पाते।।

लेकिन ये हो नहीं सकता,  
और जो होता है, उसकी वजह समझ नहीं पाते,  
तेरे पास एक हिचकिचाहट से साथ नहीं आते,  
ना जाने कब तक जिंदगी ये खेल खेलेगी,  
हमें किसी और धकेलेगी काश की मैं उड़ पाती,  
जिंदगी उस छोर से महसूस कर पाती,  
तुझे साथ लेकर बह पाती,  
मगर ये मुमकिन नहीं।।

ख्वाहिशें और भी है इस दबे दिल की,  
काश मैं इन्हे उड़ान दे पाती,  
कभी-कभी मेरे दिल में तेरा ख्याल आता है,  
यूँ तो बहुत लोग मिलते है इस तमाशे जिंदगी में,  
कुछ राहगीर, कुछ हमसफर, कुछ तमशदार,  
लेकिन जो साथ चले हर मोड़ पर बिना शिकवा शिकायत के,  
बनता है वही सच्चा राजदार।।

Prof. Shikha Bhardwaj  
Assistant Professor

## Committees in Action



A great honor being in The AIMT. An excellent campus, an institution with immense potential And great hope. All good wishes to the faculty and students.

**Lt. Gen. Rakesh Sharma**  
Adjutant General, Army HQ

It was a privilege to have been invited to at AIMT. I am sure the brilliant student of AIMT make 'make in India' happen with their innovation ideas and initiative, wish everyone Bright future.

**Amit Cowshish**  
Distinguished fellow,  
IDS

An honor to be on the campus with bright young brains, future of tomorrow. All the best

**Rajendra Singh Batra**  
President & CEO BFL  
(Def & Autospace)

It was an unique privilege and honor to have been invited Today. Much impressed to see beautiful campus. The conduct of seminar was excellent with lots of new things to learn Service.

**Prof. Brig Ramesh Chandra**  
Visiting Prof-HR,OB&MDP

It was a good experience to visit AIMT. Having a potential to achieve excellence in all its activities.

**Prof A.M. Shah**  
Prof. University of Kashmir Srinagar

“ **What others say about** ”  
**AIMT**

IMBA was a good experience; the study is excellent and the college infrastructure is speaks volume. The faculty is very cooperative and ready to share their experiences.

**Mr. Manas Kumar Nayak**  
Drishti Soft Solutions Pvt. Ltd.

AIMT brings culturally diverse students together and develop them into professionals ready to excel in corporate world. College creates opportunities to horn leadership skills. The alumni network is very strong thanks to the dedicated alumni committee of the college and there are many opportunities to gain internships, placements off campus as well.

**Sudhir Singh Parihar**  
Greenlam Laminates  
(MBA 07)

It was really good experience mainly because of the batch mates and excellent faculty members. The subjects were tough but my batch mates helped me a lot. AIMT offers a great blend of academics and co-curricular activities. I will admit while we were there, we used to crib a lot but we realised the value after getting out.

**Ms. Priha Avtar**  
Sr. Consultant,  
People Connect (MBA 05)

It was a mixed bag with successes and disappointments. I could tell you an entire story about it but to summarize everything "Those were 2 unforgettable years of my life". About placements not good, to say the very least. I got placed with a company called HCX India as Assistant Manager Business Development.

**Mr. Saurabh Khadikar**  
HCX India (MBA 07)



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MBA 12 Batch

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