AMITY UNIVERSITY

VISION

Building the nation and the society through providing total, integrated and trans-cultural quality education and be the global front runner in value education and nurturing talent in which modernity blends with tradition.

MISSION

To provide education at all levels in all disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.
WOMENTORING -
THE WOMEN’S SPECIAL
Taking the Vision of Amity Business School forward under the guidance of

“Success doesn't mean the absence of failures... it means the attainment of ultimate objectives.
It means winning the war, not every battle.
Winning is an event; Being a winner is a spirit”

Dr. Ashok K. Chauhan
Founder President
Heartiest Gratitude For Supporting & Trusting Our Efforts

Shri Atul Chauhan
President RBEF & Chancellor, Amity University
Uttar Pradesh
Words of Director, Amity Business School

Editor-in-Chief

Esteemed Readers,

"Yaa Devii Sarvabhuuteshhu Maatrirupena
Sansthitah
Yaa Devii Sarvabhuuteshhu Shaktirupena
Sansthitah
Yaa Devii Sarvabhuuteshhu Shaantirupena Sansthitah
Namastasyaih Namastasyaih Namastasyaih Namo Namah"

Meaning: Goddess Durga is omnipresent. She is the personification of Universal Mother. She is a Mother, who is present everywhere and who is embodiment of power and energy. Great mother, who is present everywhere and who is embodiment of Peace. I bow to that mother, I bow to Durga, I bow to Shakti.

The feminine “Shakti” – the unrelenting nurturer not only influence the lives of their loved ones but everybody they interact with.

So well said…

“The day will come when men will recognize woman as his peer, not only at the fireside, but in councils of the nation. Then, and not until then, will there be the perfect comradeship, the ideal union between the sexes that shall result in the highest development of the race.”

Best wishes

Dr. Sanjeev Bansal
"yatra naryastu pujayante ramante tatra devata"

This is a shloka in Sanskrit meaning that wherever women are worshiped, there the Gods rejoice and it goes on to say "wherever they are not, everything you do is fruitless"

This is so well said as till the period world is truly equal, it cannot march forth on imbalanced wheels.

From the hearth women are now proceeding to the board-rooms and increasingly it is not just a question of a choice between the two but a well sustained equilibrium and a very affirmative stimulus on both. So truly said by Helen Keller, who despite her inhibitions conquered her limitations and become a role model for people looking at seemingly unsurmountable odds.

“When we do the best we can, we never know what miracle is wrought in our life, or in the life of others.”

Enjoy this special issue on “Womentoring” – celebrating women-hood and their equal role in all strata and functionalities of society.

Happy Reading…..

Dr. Anupama R
AMITY BUSINESS SCHOOL

ABS works with a mission to create an ambience of academic excellence in which new ideas, research projects flourish and the leaders and innovators of tomorrow emerge. In any top University of the world, research is the foundation which leads to a strong academic orientation. ABS has one of the most distinctive team of Faculty and Researchers who are constantly augmenting their research and publications and hence leading the Institute to pinnacles of academic achievement.

ABS provides holistic education and strives to create managers of vision, mission, and action and above all of commitment. It attracts committed students from all across the globe. The focus of ABS is on developing a global perspective amongst their students to create a new cadre of management professionals who are multi-skilled and have a capability to function as cross functional teams and with a deep understanding of ethical and value based business processes.

Amitians of ABS are instilled with compassion, loyalty and commitment that makes them an invaluable asset of any organization.
ANUKRITI 2015

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ABS EVENTS

SAC Events

Operations & Decision Science Club: Event called OP SHOP was conducted by the club on 22\textsuperscript{nd} January 2015 at F2 Block which was graced by the esteemed faculty members.
Total registered teams- 31

The event comprised of three rounds:

I Round: Quiz- Whiz
The participating teams were tested on their basic knowledge of Operations Management and Decision Science.

II Round: 'Mystery Box'
The teams were tested on their creativity. Five items viz., tennis ball, lemon, tooth paste, tooth brush and hair dryer were shown and the teams were supposed to think a minimum of five innovative uses of each item.

III Round: Rock and Rolla
It aimed at testing the strategic planning skills of the teams. The teams were supposed to prepare a strategic plan of a theme park with various constraints such as budget and other such instructions in 25 minutes.
The winners of the event were Sachin Kumar and Abhishek Katiyar from MBA(G).

IT Club: "i-TEX"
The Information Technology club of ABS successfully conducted a workshop on Microsoft PowerPoint and Outlook for students. The session was led by Mr. Bharat Nijhawan who is an alumni of ABS and is currently working with HCL as a Project Manager for the Career division.

He spoke about how this software is used in the industry as a primary tool to communicate, information management of daily, monthly and weekly calendars, address books for storing contacts, an area to keep typed notes, task reminder features and a full journal. He took into consideration some live examples of errors in emails which are exchanged within an organization and taught participants how these mistakes can be dealt with.

The workshop also included a session by Mr. Sanjay Sharma, Student of ABS on how to use Microsoft PowerPoint to make effective and well balanced presentations which was easy for the audience to understand and interpret.
Maruti Suzuki - Colors of Youth Season 4

North zonal round of Colors of Youth Season 4, an initiative by Maruti Suzuki to hunt for India's most talented and versatile youth amongst all B-Schools and Professional Colleges was hosted jointly by ABS & ASE at F-2 Auditorium, Amity University Campus on 19th January, 2015. 17 teams from various B-schools of North zone got a chance to showcase their talent. It was a platform to test knowledge and talent in categories like Music, Dance, others like Stand-up comedy, painting, and mimicry. The Colors of Youth event was judged by Mr. Nikhil Chinappa & Ms. Perizaad Zorabian. The event concluded successfully with the help of students of ABS.

Stock MIND ICICI direct.com: ABS conducted a session on ICICI direction 16th January for Financial learning. A total of 82 students participated in the competition and Ankush Singhal, a 1st Year MBA General Student won the first prize. He had made a portfolio of 1,80,954 in a span of 7 Trading sessions.
Inter Institute Competition Committee:

- Symbiosis, Pune - ABS team comprising of 6 member visited Symbiosis, Pune. Akanksha and Prassenjit from MBA (General) Batch 2015 bagged the 1st prize in the photography competition held on 29th Jan 2015.

- Indian Debating Society - Snehl Dixit student of MBA (G) won the first prize and was adjudged the best speaker of the event.

- CCFIS Hacker Cup-2015- Neil Mathews, B.Tech + MBA reached the final round (top 20).

- IMT Ghaziabad - Rishu Mittal, MBA(M&S) received the prize money of Rs. 18,000/- for summer internship presentation competition.

- IMT Ghaziabad – Vishesh Tyagi, Himani Bhasin, MBA(G) and Sonal Jain, Rishu Mittal MBA(M&S) received the prizes worth Rs. 2000/- in kind from IMT Ghaziabad for AD-Mad competition.

- IIM Udaipur- Shaleen Goel and Dhruv Kumar Aggarwal, MBA(G) cleared Round 1 of finance event and result of Round 2 which is an online trading event is awaited.

- IIM Raipur- Achyut Chandra and Utsav Khurana of B.Tech+MBA qualified Round 1 of finance event and Round 2 is still in process.

- Miranda House (Delhi University)-ABS team comprising of 4 members, Prassenjit, Kshitiz, Ishit and Akanksha from MBA(General) Batch 2015, bagged the 1st prize of Rs. 7000/- in The Capture (Short Film Making Competition).

- TATA Crucible- Business Quiz- Pragya and Akshay of MBA GEN (2014-16) won the first round and won Goodies from TATA Crucible.

- Daulat Ram College (Delhi University)- Akanksha Tyagi of MBA GEN (2015) secured 3rd Position and Prize money of Rs.500/- in Photography Event.

- Shri MUN 2015 (SRCC):- Shreya Roy Chowdhury of MBA GEN (2014-16) won Certificate of Appreciation and Prize Money of Rs. 1000/-.

Ph.D.

- SRC meeting of Scholars of Batch July 2014-2016 & 2014-2017 was held on 15th January, 2015 at ABS.

- Orientation Programme for Ph.D conducted in ABS, Dr. Jaya Yadav, Associate Professor was the main Coordinator for registration.

- Common Course Work classes started from 24th January, 2015.
Blood Donation Campaign

ABS actively participated in the blood donation camp organized at Amity University campus on 25th February 2015 and it was coordinated with 18 other institutes from Amity. A total 322 students registered from different institutes of Amity University.

The event helped students in being aware about their social responsibilities and were enthusiastic. Director, ABS also participated and motivated the donors during the blood donation camp. Teachers and staff members donated blood to encourage the students. The students also received a rotary blood bank member’s card as a certificate of recognition.

Highly qualified staff of Rotary Blood Bank tested student’s weight, blood pressure, hemoglobin level etc., before taking the blood. Refreshments were also provided to donors after donating blood.

More than 322 of students participated voluntarily to donate blood. Teachers and staff members also donated blood to encourage the students.

Students Activity Cell Team of Amity Business School (Volunteers of the events)
1. Think Out of the Box (TOB):
The HR Club had organized TOB- Think Out of the Box challenge. The criteria for selecting the participants was their genuine, innovative & creative thinking.

The event was divided into different rounds. The Ist round was called Image Screening. In this the participants were given 4 sets of images and were required to give the meaning of the images.

The IInd round was Jingle Karoke. The teams were given a picture and an idea on which they had to prepare and jingle in 5 mins.

The IIIrd and the final round was Trash Craft. This is regarding the Swach Bharat Abhiyan and the time allocated was 15mins in which the teams had to prepare the posters for the campaign with the help of old newspapers, charts, pens, etc. The results were very innovative and interesting. The teams came up with very novel ideas.

Dhansekhar Rao and Aditya Jain from Maharaja Agrasen Institute Delhi bagged the first position. Raunak Aggarwal and Sparsh Mittal bagged the second position. Neha Chauhan and Stuti Baruah bagged the third position.

2. Global Edge- International Business Club Event:
The event organized by the IB club was a huge success with 17 teams participating in the event showcasing their awareness in the field of International Business.

In or Out- (Elimination round): This elimination round consisted of various types of questions such as MCQs, Crosswords, Match the following along with direct one-to-one questions to each team.

Power Grid Round: 11 teams were shortlisted from Round 1 who were made to answer 3 questions from different category of their choice. Grids with various categories were displayed and the teams were required to select accordingly. This resulted in shortlisting of 2-6 teams for the next round.

Wild Card: In this the teams that were eliminated after the first round were lucky to get a direct entry to the third round. The teams were selected on the basis if written evaluation and top 5 teams were asked questions related to the IInd round.

Third Round: In this the teams were asked to pick a country from a basket having chits with names of countries written on it. After this the teams were asked to pick up 5 attributes related to that country from another basket and finally they were required to ‘Pin-It up’ to the board.

3. INBUS-2015
INBUS Era 2015 (25th Feb-27th Feb)- Asia’s biggest international research conference, organized at Amity University, Sector 125, Noida witnessed an active participation by Amity Business School.

The highlights of the conference were panel discussions, launch of companies initiated by our very own students of Amity, release of books and journals, agreements signed with international universities, Amity journal of energy and environment studies (AJEES), Amity business review were also released on 25th Feb in the presence of distinguished ad honorable guests.

A theme fashion show- Footloose was jointly presented by Amity University and the University of Northampton, UK in which ABS had also participated. The show was held on 27th Feb 2015 at the University campus with top designers from UK and India. The show was organized to support students from Amitasha and Atulasha. The show saw many functionaries of AUUP faculty members and director ABS graced the ramp to support the cause of Amitasha.

ABS generated ₹1 lakh (approx.) from this event for the students of Amitasha.
Awards and Achievements

“A great accomplishment shouldn’t be the end of the road, just the starting point for the next leap forward.” – Harvey Mackay

- Amity Business School, Noida did it again third time and ranked among the top 10 Business Schools in India including IIMs as per Times B-School Rankings published in Times of India newspaper dated 27.02.2015.
- In 2013 ABS ranked 11th Business School including IIMs.
- In 2014 ABS ranked 10th Business School including IIMs.
- In 2015 ABS ranked 9th Business School including IIMs.

In private business schools ranking, ABS is the first. An article titled “Amity Business School: Consistently Ranked Amongst Top B-Schools” was also published in the newspaper.

4. Corporate Interactions

- A guest lecture on “Relationship Marketing and its effects in developing Customer and Marketer Relationship” was held on February 26, 2015. Mr. Ashim Mathur, Head of Marketing at Dolby Laboratories, was the Guest Speaker.

- A leading Textile and Fashion Technologist, Mr. Mandeep Singh Garcha shared his views on “The four pillars of business competitiveness for Indian companies in Global Market”. He is a leading international apparel, fashion, material development and sourcing professional and has an experience of 19 years in extensive global outsourcing. He is currently India Country Manager for Echo Design, a US based fashion accessories brand. The session was very interactive and that helped broaden the student’s knowledge horizon.

- A guest lecture on “Customer Life Time Value and Customer Metrics” was held on March 10, 2015. Mr. Jayesh Patel, National Head- Operations at PNB Housing Finance Ltd, was the guest speaker.
On 16th March 2015, ABS hosted the prestigious show:

**THE SUBHASH CHANDRA SHOW**

Amity Business School was privileged to invite to its campus DR. SUBHASH CHANDRA for hosting the nationwide viewed show "The Subhash Chandra Show". An ace entrepreneur and the chairman of the Essel Group, Dr. Chandra launched the country's first satellite television channel ZEE TV in 1992 and the first private news channel ZEE NEWS. The auditorium blazed beautiful with colorful lights and the presence of enthusiastic budding managers. The event was a dialogue between the host and the audience and the topic under discussion was "What will you do in the last 24 hours of your life?". The session began with an exchange of some serious ideas where some felt that they would spend their time with family and friends while some others hoped to continue living through the existence of someone else. The talk proceeded with some serious answers where students felt that they would wish to spend time with their family and friends and mend up broken relationships. Others put in some smile infusing answers like grabbing their girlfriends and getting hitched to spending a leisure time drinking the Blue Label. Some of the smart answers came from the mothers who felt they would sign up in numerous insurance policies for their kids while others questioned the possibility of running to the bank in the middle of their work if they really lived as though each day was the last 24 hour of their life. The show was also marked by the presence of some independent thinkers who felt that 'last 24 hours' was indicative of negativity and we should look at each day as new and fresh as the mist of a morning flower. With the topic eventually well absorbed it was learnt that we must learn to live fear-free, independent, and give in our best as we probably would if it were literally the last day of our life.
On 19th March 2015, an interactive session was held by officials from China and Taiwan. The following officials were present – Dr. Guann-Jyh Lee (Executive Director of Economic Division), Belinda C.Y. Chiang (First Secretary of Education Division) and Yita Chen (Secretary of Education Division).

Training and Consultancy

A session on “Consultancy as a professional activity of faculty members in Management Institutions” was held on February 19, 2015, under “Building Capacities for Consultancy Development & Knowledge Management with Partner Institution (KMPI)” Programme of CDC (Consultancy Development Centre, New Delhi) - an Autonomous Institution of DSIR, Ministry of Science & Technology, Govt. of India.

Human Value Quarter

As part of a weeklong celebration of women’s day, a free health Camp was organized on March 3, 2015 and March 4, 2015 for all the female students and faculties and staff members.

A screening camp for cancer was there for women in association with Dharamshila Hospital on March 11, 2015.

SOME MORE EVENTS

1. “In order to be irreplaceable, one must always be different.” - Coco Chanel

Amity Business School & Amity Centre for Entrepreneurship Development organized ‘LAKSHYA’ on 11th February, 2015 during the Amity Youth Festival. Events held are as follows:

Event 1:- Panel Discussion- Inno- vision: Make it India.

Stressing on the importance to have an entrepreneurial spirit, the renowned entrepreneurs addressed the youth and emphasized on the business environment as a necessity that will lead to the nation’s progress.

They discussed the business climate of the nation – which is the support system and ease of doing business. The discussion aimed at giving budding entrepreneurs a perception of how to start their entrepreneurial journey and groom their overall personality to be a successful entrepreneur.

The key issues discussed were–

- Idea/ Solution to the pain of the customer
- Opportunity Gap/ Customer
- Infrastructure
- Funding

The panel members present were:-

- Ms. Arpita Majumdar, Co-founder & COO of KyaZoonga
- Mr. Udey Sonthalia, Founder, Unisquare Concepts
- Mr. Varun Yadav, Founder, Varuna Chemicals
- Mr. Pramoud V Rao, Founder, Zicom Industries
- Mr. Pradeep Sharma, Chief Manager, State Bank of India, Delhi
- Mr. Raj Kumar Bhalla, CMD, Azteco

Event 2:- A national level B-plan competition- Lakshya

The B plan competition set the stage for students to present their ideas and convert those ideas into reality. Various teams presented their ideas to the experts who evaluated them on -Research, Opportunity, Concept Originality, Technical and Administrative Feasibility, Challenges, Presentation Skills and Social Contribution.
2. MUDRA (FINANCE CLUB EVENT)

“In this world nothing can be said to be certain, except death and taxes” - *Benjamin Franklin*

MUDRA, the Finance Club event of Amity Business School, was organized as part of Amity Youth Fest’15. The event was held on 12th Feb’15 and had a participation of over 15 teams from institutions such as Delhi School of Economics, Hansraj College, Shaheed Sukhdev College etc. The highlight of the event was the **Stock Game** - a replica of the *Dalal Street* of 1900s, with teams inter trading amongst each other to create the highest value of their respective portfolios. Through the various rounds, all the participants were able to explore their intellect in their fields of competence and unleash their skills.

Piyush Mittal and Isha Gupta of BhartiyaVidya Bhawan won the first prize of Rs.15000, Mayank and Siddharth of SSCBS won second prize of Rs.10000, Anmol Marwah and Utkarsh Rai of Sri Aurobindo won third prize of Rs.5000.

3. VIPANAN

“Two roads diverged in a wood, and I took the one less traveled by and that has made all the difference” - *Robert Frost*

On 12th February 2015, the Marketing Club organized an event called “Vipanan” that was conducted under the Amity Youth Festival’15. Teams from institutes like FMS Delhi, IMT Ghaziabad, BIMTEC, etc participated with great enthusiasm. Dr. Supriti Aggarwal welcomed the esteemed guests **Mr. Ashwani Mittal (V.P Marketing) Sheena Exports Panipat, Ms. Shilpi Kapoor (Brand Manager) Godfrey Philips , Mr Basanth Kumar (V.P) GeojitBnp Paribas.**

There were 3 rounds which tested participants on different levels. Quiz Round (VIP-Q) tested the students’ marketing knowledge, Creato-Mania emphasized on promoting an innovative product and finally VIP Cart where the participants were given an online retailer brand and were asked to give a catchy caption, complete the story, etc.

**First position** was bagged by Rohit Verma and Zoya (IMT Ghaziabad), **Second position** Abhishekh Khanna and Akshay Gupta (BIMTECH) and **Third position**: Sameer Gupta and Manish Gupta (SRM - Chennai). Winners received prizes worth Rs. 15000, Rs. 10000 and Rs. 5000 respectively.
4. CROSS FIRE (DEBATE CLUB)

“It is better to debate a question without settling it than to settle a question without debating it.” - Joseph Joubert

The Debate Club of ABS had organized Cross Fire - A debate competition on 13th February, 2015

Topic: "Online Education does more harm than good - more clicks, fewer bricks"

The event concluded on a thought provoking note as participants speaking both for and against the motion put forward their points which left the audience with some thoughts to ponder upon.

A total of 13 teams registered for the event.

Winners of the competition: Harpreet Singh and Udit Mishra, Law Centre DU, Monis Ahmed Khan and Raghavendra Rathore, BBD University Lucknow, Shailesh Podar and Prayank Jain, Symbiosis Law School

Snehil Dixit and Himani Bhasin both from MBA(G) were awarded as ‘Best Interjectors’.

5. OPERON (OPERATIONS CLUB EVENT)

ABS’ Operations club organised its annual event OPERON on 14th February, 2015. Participants from various colleges and universities such as Asian business School, Shaheed Sukhdev, Kirori Mal (DU), Sri Aurobindo, Miranda House, HCL (Corporate Team) enthusiastically participated in the competition.

The competition had three rounds, two of which required a questionnaire to be filled within a limited time period. The top 8 teams from I round were selected on the basis of the team’s score. In the II round, the teams needed to answer the questions they chose from the list presented to them. The Top 5 teams from II round moved onto the final round. In the final round, they were asked to plan and plot out a parking area on the sheets provided keeping in mind the do’s and don’ts. The winners were selected according to the correctness of the arrangements they made.

Winners for the event: Rohit Gaur and Akshay Sharma, MBA (Gen) first year.
6. Tech Bytes (The I.T. Club Event, ABS)

Round I: I.T. Quiz: Teams which answered the maximum correct answers to the questions which were based on IT made it to the next round.

Round II: Dumb Charades: Teams were given an IT related word. One member was required to enact the word and other team member had to guess that word.

Round III: Video Round: In this round all teams were shown a video. Teams had to guess the product and alter the specifications of the product.

Sameer Gupta and Manish Gupta from Wipro, Divya Gandotra and Shivam Bhatija from Poornima University, Amaan Ullah Khan and Abhimanyu Pathak from JECRC University were declared the winners.
WORDS FOR LIVING

Before you SPEND, EARN.

Before you WRITE, THINK.

Before you SPEAK, LISTEN.

Before you CRITICISE, WAIT.

Before you PRAY, FORGIVE.

Before you DIE, GIVE.

Before you RETIRE, SAVE.

Rajeev Mittal
CRC
Amity Business School
“Business practices and how we treat the planet are also in desperate need of re-humanization. Find the human in the technology. The currency marketers trade in has not changed even if the methods have. Emotion is what we exchange”. – Simon Mainwaring

Law of karma is based on the principle of what we sow is what we reap, i.e. every action generates a force of energy that returns to us in like kind. Man-kind has always been taught to be kind, humane, and honest but these virtues have often been dissociated from the corporate life.

Corporate life is associated with selfishness, practicality, results, and brute politics. Kindness, spirituality and inner conscience are separated from this paradigm. But now the paradigm of corporate is changing. Companies are talking about products and services which touch hearts of their customers and customer expectations are becoming softer. Their expressions, emotions are becoming part of the corporate decisions, which is because businesses are being dealt with in a more humane nature, and that is because the products and services that result out of these decisions touch humans in some way or another.

Maintaining integrity in corporate lifestyle adds soul to the product and services of the organization and it turn plays a huge role in organizational development.

Corporate karma also follows a cycle similar to the law of karma. The phases of corporate karma cycle are interdependent.

The first phase is Developing CORPORATE LEADERSHIP, which is always guided and initiated by leaders of the organization. They develop a climate of understanding, trust, fair judgment which instills a sense of security, commitment, belongingness towards the organization in the employees.

The second phase, depends on the COMMITMENT OF EMPLOYEES developed from the first phase. The technicians, top-mid-lower management put in their heart and soul to their work which attracts great customer base and develop greater rapport with the customers. Better commitment of employees develops better understanding of customer needs and wants.

In the third phase, the commitment of employees results in value creation to the customer which results in satisfaction after receiving the desired product & services. Since customers are satisfied with the products and services offered to them, they come back and again for the same product. This instills confidence in the employees and develops the morale of the leaders of the organization.

Increased motivation and morale passes over the hierarchy of the organization and develops a healthy ecosystem in corporate structure. Therefore, the cycle of corporate karma keeps on going.

So, In coming times, businesses are talking more about employee engagement, work life integration and work life balance. Corporate are integrating human senses to take business and corporate decisions to develop a culture of wholesome well being which not only develops commercial needs but also nurtures spiritual needs.
Increased motivation and morale passes over the hierarchy of the organization and develops a healthy ecosystem in corporate structure. Therefore, the cycle of corporate karma keeps on going.

So, in coming times, businesses are talking more about employee engagement, work life integration and work life balance. Corporate are integrating human senses to take business and corporate decisions to develop a culture of wholesome well being which not only develops commercial needs but also nurtures spiritual needs.

SHEFALI AGARWAL
MBA-HR
India had seen a phase of extreme liberalization and globalization during the year 1991 after which followed a phase of IT boom. It was a major industrial revolution that Indian economy had observed. The youth was absorbed in this tide of IT. Then, only few people had the courage to go ahead with their own startups and survive the heat of globalization.

Now, as we are moving ahead in the economic race, we are observing a paradigm shift to developing entrepreneurial skills. Today, people are leaving behind lucrative offers to go for their own venture. Earlier the initiatives were only related to IT and ITeS sector, but the boundaries are vanishing now. The spirit and ambition of Indian youth have resulted in several super profitable organizations.

Entrepreneurial development has become the need of the hour for developing nation like India. Fast paced economic growth can only be fuelled and accelerated by the entrepreneurial initiatives. Currently, in India there is a wide gap between available human capital and existing jobs, and until and unless that human capital is tapped we cannot move ahead and find ourselves in the list of developed nations. But the question is how can we bridge this gap? This is a million dollar question and the answer is straight - Entrepreneurship! Amy Christen, Vice President, Corporate Affairs & General Manager, Networking Academy Operations, Cisco Systems, Inc. agrees that gap can be bridged through self-employment and entrepreneurship-driven employment.

She also stated that: "We strongly believe in the entrepreneurial spirit of India's youth. In order to support entrepreneurship, the right framework, funding and mentoring needs to be provided. Entrepreneurs and small businesses are always most vulnerable in times of crisis when funding becomes dearer and difficult to come by. While others may put their efforts on hold during this economic crisis, it should be India Inc's organization’s corporate social responsibility to continue to fulfill their vision and commitment to this effort.

Make in India, is one initiative and campaign by our newly formed government that focuses to promote Indian goods and encourage indigenous produce. When we promote indigenous manufacturing we empower ourselves and reduce the outflow of funds to other nations. Also, by creating a market of those products in a global arena makes us capable of making global presence and increase inflow of funds from foreign lands. so we can move from dependent status to independent position.

While we usually consider entrepreneurship in relation to commercial profits, social entrepreneurship is a new path to go for a sustainable economical growth. Social entrepreneurship refers to creating business models revolving around low-cost products and services to combat social issues. The objective is to create a social benefit that is not limited by personal gain. Social Entrepreneurship is the process of bringing about social change on a major and more effective scale than a traditional Non-Governmental Organization (NGO). They differ from NGOs in that they aim to make broad-based, long-term changes, instead of small-scale and time-limited changes.

Therefore, with the right intention up our sleeve, innovation and entrepreneurship will adapt to accommodate the changing focus of the drive to live a better life, do good, save the planet and make money. Because, now it’s about building a better world.
CAN TAX EVER BE “FAIR”?

In the growing debate over tax – and who pays what – “paying a fair share” has become one of the clearest rallying calls for both governments and the wider public. But for businesses working out what constitutes their fair share can be hugely problematic.

The list of major companies facing criticism for paying what is perceived by some to be too little tax — either overall or in specific jurisdictions — has been expanding rapidly. Scrutiny by the public at large, as well as legislators, has been directed at large multinational companies — many of them household names — around the world.

The problem is not one of illegality. The companies involved have always insisted that they obey existing tax laws and the authorities have not disagreed. The issue is much more difficult to address: fairness.

The overarching question is how the existing tax legislative framework, whose fundamental principles were developed many decades ago, can apply effectively to multinationals operating in today’s globalized environment. In particular, this relates to how corporations manage subsidiaries in jurisdictions with differing tax rates. In some cases, it is not even clear which country has legal power over income.

In addition, in the public mind, fairness is at the source of a number of tax-related issues at the domestic level. This should not be surprising. The perception of fairness has long been an important consideration in tax policy. As far back as 1776, Adam Smith, in his Wealth of Nations, describes four principles that should characterize taxation.

He puts equity or fairness first among these: “The subjects of every state ought to contribute towards the support of the government, as nearly as possible, in proportion to their respective abilities; that is, in proportion to the revenue which they respectively enjoy under the protection of the state.”

If anything, current economic conditions are increasing the importance of this element of a desirable tax system in public eyes. Jeffrey Owens, Senior Tax Policy Advisor at EY, notes that most developed countries are engaged in austerity programs to reduce debt, and higher taxes form an important element of many programs. “This brings an increasing emphasis on all taxpayers having to pay their fair share. That has become a political issue,” said Owens.

John Christensen, Executive Director of the Tax Justice Network, an NGO, agrees that austerity has focused attention on the debate about a fair share of tax, but believes that longer-term issues are also at play. “Until about a decade ago, there was very little public recognition that tax competition was even an issue,” he says. “As globalization has extended its reach, there has been a deeper understanding that tax laws have played an important part in shaping it.”

In that way, the debate over a fair share of tax is part of the broader discussion about how globalization should proceed in the years ahead.
The concept of human resource outsourcing is growing popular with each passing day. However, there are disadvantages to this concept too along with the numerous advantages, say experts.

Human Resource is now the golden career option. Companies are realizing the importance of hiring, training and retaining their employees, therefore giving tremendous importance to the HR Portfolio. HR outsourcing has been picking up in a big way too. Teams of highly experienced professionals provide clients with customized HR solutions which range from short-term based solutions, to an on-going HR relationship with the client. However there are advantages and disadvantages to HR consultancy.

According to Consultant Gautam Ghosh, the advantages of HR Outsourcing are of different types - because different types of HR work can be outsourced. “Payroll Outsourcing helps freeing up HR and Finance people from doing operational work and to instead focus on high end work. C&B Survey outsourcing is the norm because competitors are comfortable sharing information with a third party and not with organizations directly. Third party recruiters and Executive Search Consultants have huge databases that internal recruiters rarely posses. Training outsourcing, specially for high end training means using the high cost resources only when needed and not spending a salary or management time for trainers on the time. Coaching outsourcing is critical because often employees need to share information that they would not be comfortable sharing with an internal employee,” he expresses.

HR can deliver the right mix of core and non-core HR services efficiently and effectively. By allowing the organization to keep in-house what it does well and outsource what it does not, the outsourcing option facilitates access to proven ideas and solutions and thereby increases performance through disciplined use of standard processes and solutions. This helps maintaining the HR focus on value-added activities in sync with the organization's requirements.

However, besides the advantages, there are disadvantages to HR outsourcing too. Ghosh informs, ”The disadvantages of HR outsourcing is that it forces HR department to rethink its core role, and give up the earlier comfort of being ‘administrative expert’ and build new skills, which many are not able to do; and their business sees that they are no longer adding any value or stepping up to the ‘business partner’ role.”

Consultant Trevor Ferandes believes that in order to become more responsive to the needs of the business, HR must increase its strategic capability, or pursue alternative models that will free resources to support business strategy. “Delivering an integrated and compliant HR service is highly complex. HR commonly scores poorly with the business, since its focus has traditionally been on transactional and administrative processes. In most cases, building a world class HR function is not a core competency or strategic priority for most organizations. Outsourcing gives them access to world class skills and allows them to focus on what they do best – product and service innovation,” he says.
Fernandes says “Cost is a critical consideration, but it is a mistake to evaluate HR outsourcing primarily on the basis of financial savings. Companies should consider broader enterprise requirements.”

Personnel and HR Director Tulsidas B Patel, believes that besides the cost of consultancy being very steep as compared to hiring your own staff; the most important factor going against companies opting for consultancy is that HR is a very confidential field and many companies would not like to compromise on this important aspect.

So with the field growing, the pros and the cons fighting for viability, companies now have a good low down on information to help them make their options.

JONA ARORA
MBA-HR
Gone are the days when women were considered no match for all powerful men in this world.

The new generation women across the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship.

India too has its own pool of such bold and fearless women who have made a mark for themselves both within the country as well as overseas.

**Indra Nooyi**

**Current position: CFO, PepsiCo**

Indra Nooyi, 56, is the current chairman and CFO of the second largest food and beverage business, PepsiCo.

Born in Chennai, Indra did her Bachelor’s in Science from Madras Christian College in 1974 and a Post Graduate Diploma in Management (MBA) from Indian Institute of Management, Calcutta in 1976.

Beginning her career in India, Nooyi held product manager positions at Johnson & Johnson and textile firm Mettur Beardsell. Nooyi joined PepsiCo in 1994 and was named president and CFO in 2001.

She has been conferred with prestigious Padma Bhushan for her business achievements and being an inspiration to India’s corporate leadership.

**Chanda Kochhar**

**Current position: MD & CEO – ICICI Bank**

Chanda Kochhar, 51, is currently the MD & CEO of India’s largest private bank ICICI Bank.

Rajasthan born Chanda got Masters Degree in Management Studies from Jamnalal Bajaj Institute of Management Studies, Mumbai. She received the Wockhardt Gold Medal for Excellence in Management Studies as well as the J. N. Bose Gold Medal in Cost Accountancy.

Chanda Kochhar is married to Deepak Kochhar, a wind energy entrepreneur and her Business schoolmate.
**Sulajja Firodia Motwani**

**Current position: JMD – Kinetic Motors**

Sulajja has single-handedly designed and developed marketing strategies to spearhead the company’s growth forward. Sulajja worked in a California-based Investment Company before coming to India to join her grandfather's business. Sulajja’s good looks has been recognized by India Today group which named her the ‘Face of the Millennium’ and she has been selected as the ‘Global Leader of Tomorrow’ by the World Economic Forum.

**Ritu Kumar**

**Current position: Fashion Designer**

Ritu Kumar is one of the big names in Indian fashion industry. She has carved a niche for herself in designing a variety of wardrobes including swimwear, eveningwear, traditional Indian wear, casual wear and formal evening gowns. She has the distinction of designing costumes of three winning Miss India. Her son Ashvin Kumar is a director, who has made films like Road to Ladakh (2002) and short film Little Terrorist (2004), which was nominated for the 2004 Academy Award for Live Action Short Film, and in which she did the costume design.

**Malala Yousafzai**

**Current position: Activist for children’s education and women**

Malala is a Pakistani activist for female education and the youngest-ever Nobel Prize laureate. She is known mainly for human rights advocacy for education and for women. Malala Yousafzai first came to public attention through that heartfelt diary, published on BBC Urdu, which chronicled her desire to remain in education and for girls to have the chance to be educated. She was named one of TIME magazine's most influential people in 2013, put forward for the Nobel Peace Prize in 2013, won the European Parliament's Sakharov price for Freedom of Thought.
For centuries women were not treated equal to men in many ways. They were not allowed to own property, they did not have a share in the property of their parents, they had no voting rights, they had no freedom to choose their work or job and so on. Now that we have come out of those dark days of oppression of women there is a need for strong movement to fight for the rights of women and to ensure that they get all the rights which men have or in other words a movement for the Empowerment of women. The present seminar has been planned with a view to discuss the various issues related to the Empowerment of women and to suggest measures for achieving this end.

EMPOWERMENT-CONCEPTUAL FRAMEWORK

The origins of the concept of empowerment go back to the civil rights movement in the USA in the 1960. It has since then been interpreted differently and filled with new meanings and is today used in such different sectors as business, social work, development discourse and by advocates of very different political agendas. The different definitions of empowerment range between defining it as a largely individual process of taking control of and responsibility for one's life and situation and defining it as a political process of granting human rights and social justice to disadvantaged groups of people. At the former end of the continuum, where empowerment is defined largely as an individual process, empowerment can be used in the conservative political rhetoric of freezing the government of responsibilities of injustices and for granting social security. Instead, the arguments make individuals and communities responsible for their own social security and welfare, without providing the necessary support and resources.

The empowerment of women is located within the discourse and agenda of gender equality and is increasingly being taken in the agendas of international development organizations, perhaps more as a means to achieve gender equality than as an end in itself.

At the Social Summit in Copenhagen in 1993 and the International Conference on Population and Development in Cairo 1994 governments committed themselves to the empowerment of women. This commitment was operationalised and formulated into a clear action plan at the Fourth World Conference on Women in Beijing 1995 where governments committed themselves to the "empowerment and advancement of women, including the right to freedom of thought, conscience, religion and belief, thus contributing to the moral, ethical, spiritual and intellectual needs of women and men, individually or in community with others and thereby guaranteeing them the possibility of realizing their full potential in society and shaping their lives in accordance with their own aspirations".

DIFFERENT LEVELS OF EMPOWERMENT

In line with most theorists on empowerment the one has to view empowerment as taking place on different levels and that change on all levels is necessary if the empowerment of women is really to occur. We have to relate empowerment at three levels: empowerment on the individual, group, and societal/community-level and the interaction between these.
The individual level deals with individual women’s abilities to take control over their lives, their perceptions about their own value and abilities, their abilities to identify a goal and work towards this goal.

The group level deals with the collective action and sense of agency that women experience together, in a group.

The societal level deals with the permissiveness of the political and social climate, the societal norms and the public discourse on what is possible and impossible for women to do, how women should behave etc.

The different levels are seen as interconnected and mutually reinforcing, e.g. when empowerment on individual level occurs, this will have effect on the group and societal level. Women who are empowered on an individual level will most likely go on and affect the other levels. Empowerment on a group level e.g. women organizing around a particular need is likely to have effect on the individual empowerment of the women in the form of increased self esteem and sense of agency.

**WHY IS THERE STILL A NEED FOR WOMEN EMPOWERMENT**

Inspite of the various measures taken up by the government after Independence and even during British rule the Women haven’t been fully empowered. We may be proud of women in India occupying highest offices of President, Prime Minister, Lok Sabha Speaker, Leader of the Opposition or women like Ms. Chandra Kochhar occupying highest positions in the Corporate Sector but the fact remains that we still witness dowry deaths, domestic violence and exploitation of women. The female foeticide is not an uncommon phenomenon.

The male female ratio though improved over last few years is still far from satisfactory. It is 940 women per 1000 men for India in some states it is as much lower as 877. These are the states where female foeticide is maximum. The female literacy rate is also lower than the male literacy rate.

The ground reality is deprivation, degration and exploitation of women specially women from rural areas and those belonging to deprived sectors of the society. The Urban elite class women have no doubt been benifitted by the efforts of women empowerment. Dr. Dashrath Bhuyan in his article titled “Empowerment of Indian Women : A challenge of 21st century” writes “Women are being brutalized, Commodified, materialized and subjected to inhuman exploitation and discrimination” Inspite of reservation being granted to women in Panchayat elections after 73rd and 74th Constitution amendment, in many Panchayats the male Chavinism does not allow them to function independently.
ROLE OF NGO'S IN WOMEN EMPOWERMENT

Governmental Organizations are formal agencies working for the empowerment of women. But this work requires multidimensional approach and hence a large number of voluntary organizations / NGO’s have gained increased attention in the field from grass – root level to national & international level. Their role is so impressive because they work with missionary zeal and commitment.

The working style of NGO’s is open, transparent and personal. So, they are more effective in this direction. They organize seminars, conferences and workshops for the awakening of the masses. Their mass appeal – style contributes to a better understanding of women’s rights and of the means to ensure the enjoyment of those rights and the elimination of discrimination. They prepare urban and rural uneducated women for self – employment, which is vital for the economic empowerment of the women. In short, all these programs and functions of NGO’s contribute towards the realization of sustainable community development and hence women empowerment.

JONA ARORA
MBA-HR

ANUKRITI 2015
The first wave of feminism

The late 1800s and the early 1900s was the time when the age at which Americans married was rising and also was the number of men and women who remained singletons. Women began to form intense friendship with each other and this tie-up became the tying knots which helped in sustaining the first wave feminists. In 1848, the seventy year long fight for the women began which saw its success only in 1920 with the women given the power to right to vote.

Pink collar ghetto

Ghetto typically means an area where people are marginalized due to social and economic reasons, while the word pink collar is indicative of jobs historically held by women like secretaries, air-hostess etc.

With the second wave of feminism in the 60's and 70's which also included the widespread women's liberation movement amongst various mainstream feminist groups brought about changes which led to the acceptance of women at workplace. However, women still did not earn as much as their male counterparts. The term pink collar ghetto unveiled the discrepancy and revealed one of the major women were kept at bay.

The term was used in 1983 by Karin Stallar, Barbara Ehrenreich and Holly Stelar in their work poverty in the American dream. The authors speculated the "feminization of poverty" and the fact that even though the number of working women increased in ratio, the task that they were entitled to, still remain centuries old.

The Red Lipped Women

The third phase of feminism began in the mid 1990 where the notion of "universal motherhood" was destabilized. The women adopted matte red lipstick, low cut necklines and stilettos, walking over the century old idea of male dominated world. Women identified themselves as beautiful subjects than objects of sexist society. This helped the society look at women with newer glasses but specks of dust still seemed to have settled soon. While the women were rising high, they bumped into the "glass ceilings". Glass ceiling is a barrier, so transparent, yet so strong that it prevents women from reaching to the top hierarchy of the corporate. It's a hindrance not because she is an individual who is capable of handling higher positions but because "she is a woman."

LOVELY AGRAWAL

MBA
The word "suicide" makes the blood curdle, connoting everything ominous, but most of all the word brings with it a sense of foreboding, abandonment and despair - the kind only those who are contemplating taking their own lives will understand. Every known religion on earth preaches against taking one's own life or what some would call 'self-murder'.

The statistical figure given by the National Crime Records Bureau puts the number at 125 women's suicides per day, out of which 69 are by housewives!

As Indian women, if the figure does not stir us to either question or act against such fatalities, we are asking for unspeakable trouble to visit our homes. "How?" we may ask; suicide is after all a choice a woman makes between living with life's atrocities or ending it all. This is perhaps true in most parts of the world, but when it comes to India, and in particular the Indian woman, it's hardly ever a choice, but an act often committed because of the lack of choice. This is where other Indian women (of a mentally stronger variety) should step in and, if nothing else, at least start by asking questions. And questions, we know, do get answered eventually, even if in the process facts get distorted and the blame palmed off on the woman and her family. We stand by and are ridiculously satisfied by patriarchal justifications of how a woman's life has ended so tragically.

Now that would depend on what we view as 'tragic', because the way i see it, if a woman's suicide was even viewed tragically in India, we will not then have rampant suicides, only because there would be stricter laws that would prevent such occurrences. Sadly, we know in this country no matter what the judiciary proclaims as unlawful is oftentimes misinterpreted and misused to acquit the 'wronged' party, in this case the husband and or his family.

What is then the average Indian's woman response to tumultuous suicide that involves her own sex? The answer i am afraid, is all around you to observe and fathom. More often than not (barring the enlightened Indian women), the response is negligible. Whenever we read or hear of such cases, our emotional response varies from horror, to anger, to disgust and finally ennui. We are acutely aware of the fact that eventually we will not care enough to identify the problems that despairingly lead other women to suicide.

In the context of suicide amongst married women, the most disturbing trend, however is that women themselves become enemies and, instead of reaching out to other distressed women, actually partake in aiding and abetting suicide. I seldom watch television but am told that there are countless Hindi serials that bolster a hapless image of Indian women. Projected images of women as weak and directionless only create negative self-images, which we know may lead to depression and ultimately self-destruction. Besides, the deeply entrenched patriarchal strain that perversely governs our society seems to ensure that women with naturally side with men. This is perhaps the most unsettling pattern of behavior, where women themselves are only too ready to proclaim suicides as something that the women have brought upon themselves. Very seldom will the society question a man's or his family's motives. Even strict anti-dowry laws are constantly being twisted to suit vested interests. In such an abysmal social state, how will the voices of anguished women ever gather the sympathy they deserve?
The answer, then, requires women— in whatever social milieu we find ourselves to strengthen our social fabric and lead a patient ear to the issues of women, especially those trapped in horrifyingly abusive relationships that may push them to their untimely deaths. It's time we Indian women looked at other women not as competition for male attention but as comrades in a fight against centuries of sexism, gender discrimination and unbiased male domination. Indian television that portrays women as servile and submissive should remake its portrayals along lines more appropriate to female strength and maternal dignity.

Most importantly, however, is a change in attitude in our own homes and amongst our immediate families. We need to change our subservient mindset to accommodate more progressive ideas about how women should be given that pride of place that each deserves. We need to sensitize the people around us to women's issues and then to women's rights. Families must open their doors to married daughters who need their timely support when marriages breaking down or relationships are strained. How can we say we love our daughters if we shut our hearts and doors firmly on their faces when they return home to seek solace? Only because, once we have given her 'away' in marriages, she is no longer our daughter but someone else's 'property'. So if she does take the ultimate step to end her life (for total lack of support from both family and society) we shallow the pain, accept the death and move on with life. But do we really succeed in ‘moving on’? I think not. I think we cannot and will never move on, because we are acutely aware that we have yet again allowed the diktats of society to take control of our lives! We can now collectively take responsibility for needless suicides, losses we sustained for fear of acting against societal control, but most of all for fear of standing up for what is right.

JONA ARORA

MBA– HR
PANORAMA
Soon after the press conference Krishna was shocked to know that France was attacked by terrorist in the name of religion. Krishna was stunned to know that in the name of Ram, Islam, Christianity people are being killed. The children of God are killing their own brothers and sisters. We all are children of God. The color of our blood is red.

It was the month of Jan, 2015 the coldest month of winter. Thousands of people die every year for want of homes and warm clothes. Our planet has become a land of violence, hatred and greed. Where there is greed, violence and hatred - destruction is inevitable.

The brilliance of noble deeds is trillion times better than the glitter of gold. In fact gold loses its glitter and the splendor of noble deeds is indestructible. Krishna has propounded that no-one had the right to hurt the sentiments of any community by making fun of their religion. Nobody had the right to kill.

There are different ways for creating beautiful things for the enjoyment of the people. There are millions of objects of beauty to depict for the creative artist, but it has become a custom to disrespect and dishonour religious sentiments. Does any painter have the right to show nude pictures of the mothers, sisters and daughter of any communities? Does any cartoonist have the right to ridicule the Gods of other religions?


Don’t make fun of woman. Earth is our mother. Earth is our home. Earth is our soul. Mother Earth gives us everything we need. Mother Earth has produced many mothers, daughters and sisters. Mother India is one of them. Mother India has given birth to many mothers, sisters and daughters. We Indian call them Goddesses. Behind every nation there is a creator,

Behind every Creator, there is Shakti. Shakti is the name of woman. Shakti is the name of Mother Durga who was the first Goddess, She accorded the high tradition of Indian womanhood by her courage. She killed men of demonic nature. India is land of many valiant and beautiful women. From ancient time to the modern times Indian woman have suffered a lot but have never lost their courage. We all know the sacrifice of Devi Sita, we also know the sacrifice of thousands of other women who sacrificed to save their dignity. We all know the sacrifice of Mahatama Gandhi, we also know the sacrifice of thousands of woman who took part in the freedom struggle. We all know of Jhansi ki Rani and Sarojni Naidu, we all know the sacrifice of Charan Kaur, the great wife of Hari Singh Nalwa. We also know the sacrifice of Indira Gandhi, we also know the sacrifice of Mother Teresa. Mother India is a land of bold and beautiful ladies like Barkha Dutt, Sagrika Ghosh, Navika Kumar and many others who are symbols of courage and devotion.
“Behind every great man, there is a woman.

Behind woman there is none, she stands of her own power.”

Mother India stands up her own power, forget religion, forget God, forget the various manifestations of God.

Be Good, Do noble deeds,

Nobility is not dead, nobility is very much alive, and nobility is in heart, in the DNA of every creature, Make the planet Earth very beautiful and wonderful like Zannat.

Forget everything, be a noble human being.

Mr H. K. Bansal
CHOLESTEROL MANAGEMENT

STRATEGIES

Cholesterol is a fat (lipid) which is produced by the liver and is crucial for normal body functioning. Although cholesterol is important and necessary biological processes, high levels of cholesterol in the blood have been linked to damage to arteries and cardiovascular disease.

Few Important Functions of Cholesterol:

- Essential for determining which molecules can pass into the cell and which cannot (cell membrane permeability)
- Involved in the production of sex hormones (androgens and estrogens)
- Aids in the production of bile
- Converts sunshine to vitamin D
- Metabolism of fat soluble vitamins, including vitamins A, D, E, and K
- Insulates nerve fibers

Cholesterol Family

- LDL (low density lipoprotein) often referred as bad cholesterol. LDL carries cholesterol from the liver to cells. If too much is carried, there can be a harmful buildup of LDL. This lipoprotein can increase the risk of arterial disease if levels rise too high. Most human blood contains approximately 70% LDL.
- HDL (high density lipoprotein) often referred as good cholesterol. HDL prevents arterial disease. HDL takes the cholesterol away from the cells and back to the liver. In the liver it is either broken down or expelled from the body as waste

- Triglycerides - chemical forms in which most fat exists in the body, as well as in food. Triglycerides in plasma originate either from fats in the food, or are made in the body from other energy sources. Calories consumed but are not used immediately by tissues are converted into triglycerides and stored in fat cells. When body needs energy and there is no food as an energy source, triglycerides will be released from fat cells and used as energy.

What are Normal Cholesterol Levels?

Cholesterol levels and how these are categorized in term of in mg/dl (milligrams/deciliter) and 5mmol/liter (millimoles/liter).

<table>
<thead>
<tr>
<th>Cholesterol Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 200 mg/dL</td>
<td>Optimal</td>
</tr>
<tr>
<td>200 – 239 mg/dL</td>
<td>Borderline high</td>
</tr>
<tr>
<td>240 mg/dL or higher</td>
<td>High Cholesterol – over 200% the comparison to someone with optimal levels</td>
</tr>
</tbody>
</table>

Optimum level: less than 5mmol/liter
Mildly high level: between 5 to 6.4mmol/liter
Moderately high level: between 6.5 to 7.8mmol/liter
Very high level: above 7.8mmol/liter

Dangers of High Cholesterol Levels

- Atherosclerosis - narrowing of the arteries.
- Higher coronary heart disease risk (abnormality of the arteries that supply blood and oxygen to the heart).
- Angina (chest pain or discomfort) that occurs when heart muscle does not get enough blood.
• Heart attack when supply of blood and oxygen to an area of heart muscle is blocked, usually by a clot in a coronary artery.

• Stroke and mini-stroke when a blood clot blocks an artery or vein, interrupting the flow to an area of the brain. May also occur when a blood vessel breaks. If both blood cholesterol and triglyceride levels are high, the risk of developing coronary heart disease rises significantly.

Strategies to Maintain Cholesterol Levels in Control

Strategy 1: Nutrition
A. increase high fiber and omega 3 food
   • Leafy vegetables
   • Flax seeds
   • Walnut
   • Beans
   • Olive oil
B. Decrease fat food
   • Oily food
   • Junk food
   • Cookies
   • Chips
C. Reduce regular meal into smaller portion size
D. Split one meal into two
E. Rotate between large and small snacks
F. Substitute evening snacks with healthier options like fruits, walnut etc

Strategy 2: Exercise
A. Walking
B. Jogging
C. Running
D. Swimming
E. Muscle Strengthening Exercise
F. Yoga
G. Pranayam

Strategy 3: Sleep and Stress Management
A. 8 hours of sound sleep is essential
B. Time difference between dinner and sleep should be min 2 hours
C. Power naps prove to be good for overall health
D. Identify major stressors in your life and modify your strategies, if required, to deal with them
E. Practice stress management strategies like assertiveness, time management, positive communication skills etc

Ms. Bhawna Sharma
Amity University Uttar Pradesh, Noida

Prof J K Sharma
Amity University Uttar Pradesh, Noida
WHAT IS THE HAMSA PRAYER?

The hamsa is an ancient Middle Eastern amulet symbolizing the Hand of God. In all faiths it is a protective sign. It brings its owner happiness, luck, health and good fortune.

What is a hamsa hand?

The hamsa hand is known by many names—hamsa, hamsa hand, hamesh, hamesh hand, khamsa, and chamsa. It is also called the Hand of Miriam, named for Moses and Aaron's sister. There are two main styles of a hamsa hand: the most popular is the stylized hamsa hand with two symmetrical thumbs, but there are also hamsa hands that are not symmetrical and shaped like actual hands.

Either hamsa hand can be worn with the fingers pointing up or down, or both are believed to offer its owners happiness, peace and prosperity, as well as protection from the ayin ha'ra, or the devil eye. The renewed interest in Kabbalah and mystical Judaism has brought the hamsa pendant back into vogue, and many artists are using the image of the hamsa hand in various aspects of their art including hamsa jewelry, paintings, sculptures, wall hamsas and amulets.

The wearer of the hamsa hand can wear it facing or down and is thought to give the owner success, harmony, and also protection from the ayin ha'ra, also known as the evil eye. Today with the rising popularity of Kabbalah and spiritual Judaism, the hamsa hand has become increasingly more widespread. It is also commonly found in a wide variety of varying aspects of art.

Origin of the hamsa hand

Although the hamsa hand is symbolic in Islam and Judaism for centuries, archeological digs in the Middle East provides evidence that the hamsa predates these religions and originated with the Phoenicians and was used as a protective symbol for an ancient Middle Eastern goddess. The hamsa hand has always been associated with a female entity offering protection from evil and misfortune.

HAMSA HAND SYMBOLOGY

The word 'hamsa' or 'hamesh' means five. There are five digits on the hamsa hand, but the number five has additional symbolic meaning in the Jewish and Islamic traditions. Five represents the five books of the Torah for Jews. It also symbolizes the fifth letter of the Hebrew alphabet, "Heh", which represents one of God's holy names. It symbolizes the five pillars of Islam for Sunnis and the five people of the Cloak for Shilites.

In the Jewish religion, the Jewish hamsa hand also symbolizes the Hand of God. Many Jews believe the hamsa pendant symbolizes the Hand of Miriam, the sister of Moses and Aaron. In the Islamic faith, the hamsa hand symbolizes. The Hand of Fatima, daughter of the Prophet Mohammed.
Many Jews believe that the five fingers of the hamsa hand remind its wearer to use their five senses to praise God. Hamsa hands often contain an eye symbol, which is a powerful talisman against the evil eye. It is most often worn as a hamsa necklace, but can be found as a decorative element in houses, on key chains, on other jewellery items and is quickly gaining popularity as as an amulet in baby carriages. In addition to averting the gaze of the evil eye, it brings its wearer or owner happiness, luck, health, and good fortune.

HAMSA FOR PEACE IN THE MIDDLE EAST
In recent years, activists for peace in the Middle East have adopted the hamsa hand. Because hamsa hand symbology is believed to predate most modern religions, those who actively support a peaceful resolution to the ongoing Israeli conflict believe that wearing the hamsa hand highlights not only the similarities of Judaism and Islam, but also the similarities of the origins of the religions. The hamsa symbol is believed to originate from an ancient Middle Eastern religion, and some Jews and Muslims wear the hamsa as a gesture for hope, peace and prosperity in Israel and other areas of the Middle East.

JONA ARORA
MBA-HR
WEARING THE "PRESENCE"

We hear a lot about other things in life but we spare very little time to hear about ourselves. How to be in the present moment? How to be happy and grateful? We have not learnt this and it is the most unfortunate thing. Then what is the solution? This is where we miss a very fundamental principle that governs our environment, our emotions and our life in general.

The centre of our existence is bliss, positivity and joy but it is surrounded by a cloud of negative emotions. Through the help of the breath we can easily get over our negative emotions in a short period of time. Through meditation we can clear this negative cloud.

This life has so much to offer to us. Our soul is hungry for a smile from us. If we could give this, we feel energized the whole year and nothing whatever can take the smile from us.

Everyone wants to be successful in life but without knowing what is success. What are the signs of success? Just having a lot of money, why do we think that means success?

We spend half our health to gain wealth and spend half our wealth to gain back the health. Is this success? It is only very bad 'mathematics'.

Look at all those who claim to be successful. Are they really successful? No, they are miserable.

Then, what is the sign of success? It is confidence, compassion, generosity and a smile that none can snatch away, being really happy and being able to be more free. These are the signs of a successful person.

Take some time off to look a little deep into oneself and calm the mind down. Thus erasing all the impressions that we are carrying in our minds and experience the presence, the divine that is the very care of our existence. This is 'feeling the presence'.

JONA ARORA
MBA-HR
VALUES OF PATIENCE

Half of one's problems arise because one is impatient. And, therefore these can be solved or will disappear on their own, if one learns to be patient. Of course, it is easier said than done for most of us. But it is just a question of training of one's mind and resorting to reasoning for solutions.

The desire for instant gratification is at the root of most problems because the ability to wait has not been assimilated into our way of life. If one learns to make the time to wait and watch for a while, the outcome of most issues would be quite different.

Firstly, one would not get into a serious problem because one happened to be in a hurry. Secondly, pausing instead of reacting just like that gives one the sanity to be more positive and relaxed one's decisions.

Patience is a virtue that can be cultivated for a less stressful life. For that it is necessary to change one's attitude. And the dynamics of this change involve certain steps which can include taking up yoga, meditation, reading and other such calming recreational activities.

If we find something irritating and disturbing, being angry with it would just make the case worse. The best way out would be to just passively observe, if we can't add anything positive to the situation at hand.

After all, as they say- For every minute you are angry, you lose 60 seconds of happiness.
WHAT IS LUCID DREAMING?

Lucid dreaming is the art of becoming conscious within your dreams. A lucid dream is one in which you realize, “Aha! I’m dreaming!” while you’re still asleep. Once you become conscious within a dream, you can interact with and direct it at will, partnering with your unconscious mind.

It allows you conscious access to the deepest depths of your mind, and the opportunity to guide your dreams at will. In a lucid dream you’ve not woken up—in fact, you’re still sound asleep—but part of the brain has reactivated (the right dorsolateral prefrontal cortex, in case you’re wondering), allowing you to experience the dream state consciously with self-reflective awareness. Once you know that you’re dreaming as you’re dreaming, you gain access to the most powerful virtual reality generator in existence: the mind.

For me, one of the most revolutionary aspects of lucid dreaming is that it makes sleep fun! It completely reconfigures our relationship with the third of our lives that we spend asleep. Suddenly, sleep is not just “wasted time,” as some people see it, but rather a potential training ground for psychospiritual growth and a laboratory of internal exploration that makes us more lucidly aware in our waking lives too.

In fact, the term “lucid dreaming” is a bit of a misnomer—it should really be “conscious dreaming,” because it’s the aspect of conscious awareness that defines the experience, rather than its lucid clarity, but for now we’ll stick with it.

However, given that there’s so much misunderstanding around what lucid dreaming actually is, it’s worth taking a moment to look at what lucid dreaming is not…

- It’s not a half-awake/half-asleep state. In a lucid dream you’re in REM (rapid eye movement) dreaming sleep and out for the count, but part of your brain has become reactivated while you’re dreaming, allowing you to experience the dream consciously.
- It’s not just a very vivid dream. Although lucid dreams are often super-vivid, high-definition experiences.
- It’s not an out-of-body experience (sometimes called astral projection). This point is still being debated by many lucid dreaming practitioners, but as I see it, a lucid dream is happening primarily within our own personal midstream, whereas in an out-of-body experience we’ve moved beyond these boundaries.
- Lucid dreaming is a dream in which you know you’re dreaming as you’re dreaming. I’m glad we’ve cleared that up!

So why would we want to dream lucidity? So many psychological problems have their source in the fact that we don’t know ourselves. We don’t know our minds; we’re unmindful and unaware. Through lucid dreaming we get to truly know ourselves, and to become more mindfully aware in all states of day and night.

Our unconscious minds hold a wealth of wisdom—about both ourselves and the world around us. This treasure trove is rarely accessed in the waking state but once we become lucid we gain confidence.
Through lucid dreaming we become conscious within the unconscious. This opens up the possibility of directly communicating with our own divine potential, and witnessing just how limitless we actually are.

What are the actual benefits of lucid dreaming? There are so many benefits to lucid dreaming but in a nutshell, once you become conscious within your unconscious mind you can (much like through hypnotherapy) make lasting changes to your body and mind while you sleep. A few of my favorite benefits of lucid dreaming are:

- Psychological healing (phobias, confidence)
- Physical healing
- Spiritual practice while you sleep
- Exploration of the unconscious mind
- Treatment of PTSD and nightmare integration
- Increasing and tapping into creativity
- Preparation for death and dying
- Enhanced learning and access to past memory
- Lucid living and waking up to your full potential
- Having fun (it’s the most fun you can have in your pajamas!)

So how do you actually do it? Now comes the fun part! You can actually train yourself to have lucid dreams. The first step is start remembering your dreams. Step two is to write them down as a way to learn and familiarize yourself with their content. Step three is to start spotting patterns. Once you notice that “Oh look, I often dream of being back at school,” you can set a trigger in your mind so that next time you are back at school, you think “Hey! I must be dreaming!”

JONA ARORA
MBA-HR

ANUKRITI 2015
A new intervention programme called “Mindfulness-Oriented Recovery Enhancement (MORE) has been developed for chronic pain patients that decreases their addiction for drugs.

The programme concentrates on helping people gain a sense of meaning and fulfillment in life and embrace pleasures and pain of life without turning to substance use as a coping mechanism.

“The findings are scientifically important because over time, drug abusers become dulled to the experience of joy in everyday life and this pushes them to use higher doses of drugs to feel happiness,”

Participants received eight weeks of instruction in applying mindfulness-oriented techniques to alleviate pain and craving while strengthening positive emotions and the sense of reward and meaning in life.

They were taught a "mindful savoring practice" in which they focused attention on pleasant experiences such as a beautiful nature scene.

During meditation, they were taught to focus on colors’, textures and scents of a bouquet of fresh flowers and to appreciate joy arising from the experience.

As part of their daily homework, they were then asked to practice the meditation technique as a way to enjoy other pleasant life experiences.

After chronic pain patients misusing opioids went through MORE, they exhibited increased brain activation to natural healthy pleasures, showed the study. The method is also being tested on people who want to quit smoking or lose weight.

JONA ARORA
Sugar originally came from India. Alexander the Great found a yellowish-brown substance called jaggery (gur) which spread to China, Japan and the Middle East. From here it spread to many other places and eventually Christopher Columbus took sugarcane to Europe. The sugarcane was processed and the very process that goes into producing petrol goes in making this sweet white sugar which use in our kitchen. Just as heroin is a pure extraction from poppy seeds, white sugar too is a pure extract from sugarcane.

In Biblical days, sugar was used in very small quantity by Jewish doctors as a drug. They considered it more toxic than alcohol. Today sugar is again being recognized as a drug. When we consume something, our body makes internal adjustments and adapts to it. Each time that substance is taken, our body goes through the very same cycle of adjustment and eventually there is a creation of what we call ‘a metabolic pathway’. With alcohol and caffeine this pathway is very fixed and we don’t feed our body with these substances, our brain sends a strong protest to the brain and we feel an intense craving for these substances. We suffer a body ache and substance-deprived illness. This holds true not only of tea, coffee or heroin but also of our sweet sugar. If you feel it doesn’t apply to you then make a record of how much sugar you consume in a day. Do not list out your cereals, grains, fruits and milk either. If we flood our system with excessive sugar, the glucose level in the body rises sharply. Even though we can’t completely give up sugar indulgence, it is not the occasional consumption that kills our body but the daily habit which gradually poisons our body.

Even though we do not think of it as such but white sugar is a drug and most of us are ‘DRUG ADDICTS’.

LOVELY AGARWAL
MBA-HR
COMPLIMENTS - A SOCIAL TOOL

Real praise, the sincere compliment is probably the most useful tool of all. It's the valued good coin of our conversation. Yet today, it is in danger of losing its brightness. For it is greatly misused and not properly exchanged.

What is a true compliment? It's one that benefits both giver and receiver. We all like to have our sense of personal worth built up or pointed out. And when it adds to another's sense of dignity and speaks favorably of his skill, he is offering a compliment to the highest and rarest kind. A compliment differs from flattery in that it is objective and given without thought of gain. The greatest efforts of the human race have always resulted from the love of praise.

A good compliment is always to the point and well timed. Don't wait too long to tell a person what a good talk he or she gave or how well he or she cut your grass.

Confidence, it has been said, is the greatest gift that one human can give to another. But that doesn't mean we should be wasteful with our compliments. Rather we should count them carefully remembering that a good compliment has a greater purchasing power than money. No one is too busy, or successful to receive a word of praise.

JONA ARORA
MBA-HR

CAFETERIA CAUTIONS

Don’t let a good appetite get you down-get your face down to the plate, that is. The lunch-time scene in some of the college cafeterias suggests Wordsworth’s lines:

The cattle are grazing,
Their heads never raising;
There are forty feeding like one.

Keep out of the dumb animal kingdom. Let your fork come up to your mouth, not your mouth go down to your fork.

Clang goes a cup to its saucer. Clink! a knife and fork hit a tray. Cafeteria clatter! No more effort is needed to handle the silver and china gently; in fact less. Don't join the pushers and crowders. You do not speed up the procession that way. But you can help by meditating on the comparative merits of hash and meatballs before you fall in line. After you are seated, rise, as in any restaurant, if a girl or teacher stops by to speak. Girls rise for teachers only.
Your place at the table, when you leave it, will not be an inviting scene—with used plate and implements marking the spot. But it will look less like a sty if you have not twisted your paper napkins into shreds which litter table and floor. Resist that impulse to stuff your napkin into your empty glass or press it into a disgusting ball on your plate before you quietly withdraw.

CARELESS CAFETERIA HABITS HAVE STICK-TOIVE-NESS. WHETHER YOU REALIZE IT OR NOT, YOUR MANNERS IN THE LUNCH-ROOM TODAY FORECAST YOUR WAYS IN THE BON-TON RESTAURANT TOMORROW......

ANUM ITA WAHIE
MBA
Color can do much for you—if you use it right. Two blue jays screaming at each other are not more irritating than colors in a costume, each trying to shout the other down. Can you imagine a color hash like this—a blue shirt, a pink tie, brown suit red socks, and grey hat? Boys have worn such a combination, and girls have mixed hues in the same hit and miss fashion. Train your color blending sense; wear few colors at one time. Even two quiet colors are often not friendly. For instance, navy blue and brown do not combine happily; nor do black and brown.

The colors you wear should not only harmonize with each other, but also with your own coloring. Your eyes are your most important feature; therefore, the color which will bring out the color of your eyes will be most becoming. Experiment until you find out which these are. Some colors will not suit your complexion. For example, pure white, purple, and orange often tend to make olive skin look sallow.

Heavy colors, like brown and red, are not best for fair skinned, light haired persons, and this applies to boys’ suit and neckties as well as to girls’ costumes.

Dress should be appropriate to the time and occasion. Before you buy something which takes your eye consider whether it will harmonize with what you have.

Your sense of color and dressing up should sync and harmonize with your personality. Remember in this era your appropriateness can give your appearance a distinction be it a social gathering a business event or workplace. Therefore its more important to be well groomed than walking around looking like a fashion plate.

ANUMITA WAHIE
MBA-HR
Under a tree in the woods a group of men put flowers on a large slab of rock, break a coconut, light joss sticks and say a prayer. Then they get into a jeep and drive to a nearby village school.

It is a Sunday but people are assembled there. the group leader makes a short speech, exhorting people to be truthful. Another session of the People’s Court is on at Thavelgeri village, in Kodagu Karnataka. The first case is called. If both parties are present and willing to have their dispute considered, they sign a “consent form”, which, however, does not bind them to accept the final recommendation of the court.

To eliminate bias, the People’s Court has no lawyer, no witnesses. Its members and president, all respectable local citizens with no political connections, put questions to the disputants in the open assembly. If necessary they send a fact finding team and arrive at a conclusion.

Started in 1981, the court has so far heard 280 cases and settled 200, including one which has been pending in the High Court for over 15 years. It sits on a Sundays, works throughout the day and levies a small fee for registering and application.

How did it all start? The ‘Kodava Samaj’ disturbed at the long and costly process of law, turned to some local traditions and spotted “Pramana Patti”, a system established by ancient kings of Kodagu to impart justice on the spot. The slab of rock where the “PUJA” was one of the sites for an earlier People’s Court.

It is indeed food for thought that if villages have formed their own organizations though small to solve their issues congenially why can’t the bigger cities educated lot do the same.

ANUMITA WAHIE

MBA-HR
POÈME DE
POETES
EXPECTATIONS

When I asked God for strength
He gave me difficult situation to face

When I asked God for brain and brown
He gave me puzzle in life to solve

When I asked God for happiness
He showed me some unhappy people

When I asked God for wealth
He showed me how to work hard

When I asked God for favors
He showed me opportunities to work hard

When I asked God for peace
He showed me how to help others

God gave me nothing I wanted
He gave me everything I needed.
LEND ME YOUR HAND

Lend me your hand
Because I am you
I am your past
Your future too
Your youth that in dusty shelves
Of memory lies,
Your present sparkling,
In every daughter's eyes

Before my father, dear mother
You are my protector
To inhuman traditions
Don't yet surrender
Love me, and I promise
I'll care for you tomorrow
Lend me your hand
Don't stand so aloof!
Lend me your hand
Because I am you
Come help me out

Women doctors and nurses
Your duty is to give birth
Not to fill your purses

Don't use your knowledge
To female fetuses destroy
When you proved it yourself
That we're equal to any boy
You were lent a hand once
From someone your strength you drew
Lend me too your hand
Because I am you

Accomplished women of the world
Achievers, unvanquished brave hearts
You are my ideals, your glory,
Shines through to my heart
You have come a long way
But it's not yet time to rest
Reach out to your unlucky sisters
This is your real test

Hold each other's hands
When you stumble or waiver
Lend me your hand today
I need this favor

JONA ARORA
FOOTPATH WAS MY CRADLE

Footpath was my cradle, sky was my blanket
When I shivered in cold, my mother’s arm was my jacket.
A bread was divided in four
Eyes were dry and throat was sore.
When there was no water to drink, my eyes gave me tears
Nightmares were good, it were the good dreams that gave me fears
Trash was my treasure, candies were a fable
But I loved the footpath, it was my fable..
Eyes were afraid to dream, legs too weak to walk
A new wrinkle on my mother’s face was our clock...
The stars held my secrets, friends so able

A brick was my pillow and the footpath my cradle..
I have grown now, my mother’s gone
She’s one of the stars now, watching over me till the dawn.
I do have a little angel now, holding my finger
trying to walk stable
This footpath which was once mine is now his cradle.

SHIVAM BHARGAVA
MBA-HR
THE LAST BULLET

There he lays on the ground with a hole in his chest
More tears than blood pouring out
There he lays dying at someone else’s behest
The last letter in his pocket turning red.
He has a girl miles away, craving to hold a finger
but whose will she hold in his stead?
He looks at the moon and a smile manages to find its way
because it’s the only thing the girl can see half the world away.
Amongst the bombs, guns, grenades and flash sparks
his sight was the only thing getting dark.
He cries as he is perishing, crying to hold his son
But the only thing he gets to clinch tightly is his gun.
And as his grips softens he greets the afterlife

As he goes, he sighs, a bit relieved as it’s the end of the strife.
As he turns to ashes he leaves a mystery behind.
He gained nothing but lost everything.
Today we don’t usually see much of their kind.
So why was he there?
So that people like us could sleep?
What kind of people did he die for?
For the man who sacrificed the soul of his own daughter while she is left to weep?
Or a mother who smothered her children in their sleep?
Or the crossroad demons disguised as leaders,
to whom ‘we’ for a bottle of liquor sell our souls for them to collect?
Yes, he left a question behind, a question unanswered
For whom did he take the’ LAST BULLET?

SHIVAM BHARGAVA
MBA
WORDS TO THE WISE
1. As you may or may not know, introversion and extroversion has to do with how people are energized. Introverts generally get their energy from being alone, extroverts generally get their energy from being around other people. The people and the situations still matter.

2. Being outgoing and outspoken doesn’t equate to being an extrovert. Being shy and reserved doesn’t equate to being an introvert. There are a lot of outgoing introverts and there are a lot of shy extroverts.

3. There seems to be this sense that it’s only introverts that don’t like “small talk.” Newsflash: Nobody likes small talk. Nobody wants to be around people who hurl several pieces of unwarranted information at them. And believe it or not, extroverts and introverts both can and do initiate small talk. It is not solely the prerogative of classic extroverts.

4. It is incredibly patronizing that extroverts have been painted as overwhelming people who never know when to keep quiet and can’t be alone for five minutes. And it is incredibly patronizing to treat introverts as awkward humans who don’t know how to interact in social settings. Parenting, schooling, and life should have taught you when to shut up and went to smile, talk, and listen.

5. Everyone needs a break from people from time to time. In fact, most people should do it more because the world is filled with a lot of noise. The difference in “needing” this alone time between extroverts and introverts is the frequency and the different degrees of comfort.

6. Introversion and extroversion are not one size fits all personality traits and they more than likely look different on different people. Even though there are of course patterns of each trait that can be observed, studied, and identified. But most of us are on the continuum and may or may not have tendencies to one or the other.

7. As you get older, you are less likely to be either an extreme introvert or an extreme extrovert. And in fact, most people move closer to the middle (ambiversion), and the traits of each type generally tend to become less obvious.

8. Sometimes a lot of the people who are able to “work a room” in things such as a networking or social event, you might perceive as extroverts. In reality, the person could be an introvert who spends adequate time alone, and although will need to be recharged after said event, is also just a good social connector.

9. The more influential cultures of the Western world favor extroversion over introversion. Which is why everyone from your teacher to your boss is likely to view extroverts as intelligent. However, Eastern and many other cultures including African, Middle Eastern, and South American cultures favor introversion and are likely to view introverts as intelligent.
10. Contrary to popular belief in this part of the world, introverts are not in the “minority.” They are said to make up anywhere from a third to half of the population in the United States. (Source – Quiet: The Power of Introverts in a World That Can’t Stop Talking)

11. Being an extrovert or introvert is not something anyone really chooses. And neither identity makes you special or inadequate. Each identity is a function of your DNA, upbringing, and culture. It’s not exactly something to take pride in. You haven’t achieved anything in life by simply being an introvert or extrovert.

12. For all the verbal language prowess extroverts are perceived to have, according to research, introverts are more apt at describing things in detail, while extroverts tend to be more abstract in their language use. So “understanding” extroverts may actually require more attentiveness than you thought. And “understanding” introverts may require less.

13. When it comes to dating, there is no sure-fire way to know how an introvert or extrovert likes you. You probably know introverts who are cool as cucumbers and can make magic happen in a matter of seconds. And you might know extroverts who become anxiety-filled creatures when they’re in the midst of a crush.

14. Introverts are said to have cornered the market on appreciating the “small things” in life. And that they don’t really like grand gestures or declarations (often done by big bad extroverts). But it’s not true. Most people appreciate the small things in life. Some people also like grand gestures. The difference is extroverts may be better able to navigate a response to a grand gesture than an introvert in the moment.

15. Extroverts generally tend to more actively participate in larger groups than introverts. But never assume that this means they “love people.” You can indeed be a “people’s person” and also find people incredibly exhausting. The two are not mutually exclusive.

16. An extrovert may be incredibly difficult to know because their “public face” is different from their “intimate face.” And an introvert may be quite easy to get to know because they may have less degrees of difference in these two spheres.

17. If you don’t know how to behave like a well-adjusted person who sometimes needs to be social with people, and sometimes is better off being alone, no other well-adjusted adult is going to find your company pleasant. No matter where you fall on the introvert-extrovert spectrum.

JONA ARORA
MBA
10 WAYS YOU'RE WASTING ELECTRICITY WITHOUT REALIZING

Leaving the fridge door open while deciding what to eat can account for seven per cent of the fridge’s total energy consumption. Opening and closing your fridge door needlessly can waste 50 to 150kWh per year. At today’s average electricity price of around 31 cents per kWh, that equates to about $46.50 per year. That’s a lot of waste.

If you’re serious about saving money, there are some easy ways to do it:

1. Leaving appliances on standby
   How often do you use your Play station 4 or Wi-Fi? If they’re always plugged in but rarely played, all you’re doing is needlessly wasting electricity. It’s true that on their own they don’t use that much power, but when you’ve got multiple devices all plugged in the power consumption quickly adds up. Consider switching them off at the wall, or invest in a master and slave power board that only turns your devices on when the master device (such as a television in this case) is switched on.

2. Cranking up the heat
   Reverse cycle air-conditioning is a wonderful invention, it keeps us cool in summer and warm in winter. But if the weather outside is a pleasant temperature, why do you need to have the air-con switched on all the time? Having your home at the same temperature year round is nice, but it’s a colossal waste of electricity. Consider cracking a door or window and let Mother Nature regulate the temperature for you.

3. Drying the dishes
   Dishwashers are brilliant. But did you know you’re needlessly wasting electricity by using them? We don’t mean the wash cycle, but rather the drying period. Some well-known brands take anywhere upwards of 30 minutes to dry your dishes, meaning electricity is being wasted in the process. After the wash cycle, just open the door.

4. Not understanding peak/off-peak usage
   Off-peak energy relates to lower or discounted energy prices during specific times of the day. Times will vary depending on your energy provider. If you have someone at home during the day, or a timer, then run the dishwasher or washing machine during the off-peak periods. This small change can save a lot of money in the long term.

5. Light bulb moment
   If you’re still using incandescent light globes, you may as well write a blank cheque for your electricity provider. You’re needlessly throwing money away. The cost of running a 75W incandescent bulb is around $30 per year, whereas a 15W compact fluoro will cost you just over $6 and a 9W LED will be around $3.50.

6. Always leaving the computer on
   Are you one of those people who never shut down their laptop or desktop? Stop it right now. Not only will that be making your laptop run slower than a snail race, it’s also a massive waste of electricity. If you don’t need the computer running all the time, turn it off when you’re finished for the day. Your laptop and your power bill will thank you for it.
7. Using the clothes dryer
If you live in an area that suffers constant downpours, then it's understandable that you might need to use the dryer... but if not then what's wrong with a clothesline? With each spin your electricity bill is only getting steeper. Utilize the drying power of wind and heat by hanging your clothes outside to dry.

8. Not utilizing the blinds
Is your house too hot in summer and too cool in winter? Rather than using air-conditioning or heating, try using the blinds to regulate the temperature. During winter, opening the blinds will allow the sun heat your home. In summer, keeping the sun out will help keep the house cooler.

9. Using the same appliances for 15 years
It's great that your washing machine is still alive and kicking after 15 years, but electricity prices aren't the same as when old faithful came onto the market. Chances are your washing machine is using a lot more energy than a newer one. So although you're saving money by not purchasing new ma-

10. Having no insulation
Does your home have insulation? Poke your head into the manhole to find out. If not, you are probably spending more on heating and cooling because the house is at the mercy of the elements. Putting insulation into your roof, whether wool batts or recycled newspaper, is an investment that will pay for itself time and time again.
TIPS FOR IMPROVING YOUR NARRATIVE TRAVEL WRITING

EXPERIMENT WITH NON-LINEAR STORY-TELLING
Stop crafting your stories like your travel diary. Don't give us a rundown of what you did in a day. Think about the message you're trying to say, and experiment with the style.

STOP USING CLICHED PHRASES AND OVERUSED WORDS
Every now and then it doesn't hurt to toss in a word like "quaint" or "stunning," but really, what does that add to a piece? You'll end up writing something that sounds like a PR bit for a Mexican resort. Tell it like it is, and use details to paint the picture. Instead of "a quaint wooden lodge nestled into the mountain valley," try "the Emerald Lake Lodge with its century-old fireplaces sits in the middle of Yoho National Park." Dig deeper. This MatadorNetwork.com piece offers some common cliches and overused words to avoid.

REMOVE ALL JUDGMENTS AND BIASES FROM YOUR WORK
Of all the advice to heed, this one is the most important. When you go into a foreign destination, you MUST understand that you're the foreigner. You are not a traveller -- you're a tourist, and an outsider. You absolutely cannot make judgments or unfair observations about a group of people or a place that you do not belong to. Tell us like it is -- tell us what you say. Remove your biases, and allow the reader to figure things out on his/her own.

BE HONEST
Honesty is the way to go, always. How many bloggers and writers do I know that cower away from being open, honest, and personal? Too many to count. The writing often falls flat, and gives absolutely nothing for the reader to connect with. Self-deprecative humor is always greatly appreciated and underrated in the travel writing world.

STOP USING COMPARISONS
"The Paris of Asia" or some similar comparison has got to be the most annoying travel writing attribute in the world. Why compare a destination to another? Aren't we seeking something different, something unique? Sure it's fine to draw similarities sometimes, but be specific. Does the tiny cafe on Rue Saint Laurent carry a coffee cake that reminds you of your favorite restaurant back in Canada? Sure, that works. But for the love of god, remove all value judgments from your writing! The best, the grandest, the most. All of them.

USE STRONG IMAGES AND ACTIONS
Using strong images to pull a reader into your writing will really carry your piece along. Especially if you open with strong action, or a strong, jarring image. This narrative by Lola Akinmade titled "Fake Birds" is an excellent example.

JONA ARORA
MBA
6 THINGS EVERY EXTROVERT SECRETELY HAS TO DEAL WITH

1. **People will often assume you’re flirting.**
Being an extrovert generally means that you enjoy the company of others, you can appear confident and you’re quite comfortable striking up a conversation with almost anyone, regardless of how much (or how little) you actually know them. What an extrovert considers a normal form of communication, others might see as flirtation and a sign of open sexual availability. You can imagine how frustrating and potentially disheartening it can be to have your friendliness misinterpreted as something more, especially when the person you are talking to gets offended that you are not, in fact, hitting on them.

2. **You’re not allowed to be sad.**
Most extroverts I know are happy-go-lucky people who like to keep the conversation going, make people laugh and have a good time as often as they can. The only downside to this is that when you do something often enough, people expect you to do it all the time. If you’re someone who spends most of their time being the happy, comical figure in the group, when you’re having a bad day, people are shocked, maybe taken aback, possibly even offended. They simply don’t understand how you can be not happy. Being an extrovert is a full-time social job that requires you to entertain the crowd, so when you suddenly stop doing what you’re supposed to do, you’re going to get booed off stage.

3. **You’re expected to keep the conversation going.**
When there’s a lull in the conversation, do you know who starts it back up again? The extrovert does. However, being the engine and the fuel for social gatherings can be extremely tiring and feel like a lot of work, so sometimes it would be nice for us extroverts to be allowed a break and have other people take over (though, for some of us, not talking can be quite the challenge).

4. **Being labeled as shallow or unintellectual because you’re not an introvert.**
Extroverts are usually stereotyped as being loud, party-going people who are in constant need of social interaction and simply have no time to sit down, relax and maybe read a book or something. On the other hand, there seems to be some romanticizing of introversion (via tumblr and social media) that involves depicting introverts as deep, Philosophical, misunderstood, quirky unicorns… or something along those lines. Since when has ‘outgoing’ been a synonym for ‘shallow’? Extroverts are just as capable of complex thought as introverts are of talking to people.

5. **Craving the company of others.**
Just as introverts feel drained from too much social interaction, extroverts will come down with a case of the blues if they’re left by themselves for too long. Although extroverts enjoy time to themselves every now and again (because really, who doesn’t need alone time?), they thrive in the company of others, so when they’ve spent too much time on their own, they can start to feel restless, have problems focusing, feel really antsy – they desperately need to go out, be around people and do something.
6. People assuming you are always confident.

Being extroverted doesn’t necessarily mean you have an abundance of self-confidence. Sure, an extrovert likes being around people and feels comfortable being around people, but that doesn’t automatically mean that an extrovert is 100% confident in themselves and their actions 24/7. There are many extroverts out there who I’m sure could testify to the fact that they have, on several occasions, felt shy and small and unsure. Extroversion is not synonymous with confidence.

JONA ARORA
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AMITY BUSINESS SCHOOL

F-3 Block Amity University Campus
Sector-125
Noida- 201 303
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[INDIA]

VISION

“ABS endeavours to be an institute committed towards innovation, knowledge-sharing, openness and entrepreneurial skills for developing a new generation of global managers. ABS shall continue to hold passion for knowledge, teamwork and a caring attitude.”

MISSION

“To develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong, and yearning for perfection.”