



JAIN
DEEMED-TO-BE UNIVERSITY

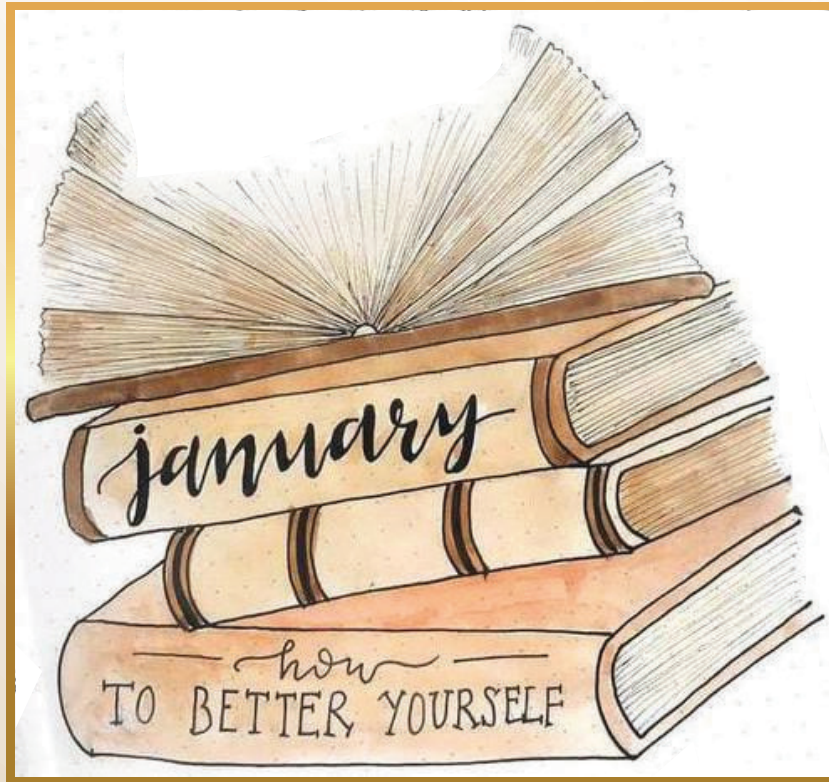
SCHOOL OF
COMMERCE



SAMVIGYAN

PRESENTS

Reflections – The Newsletter



JANUARY

Day 1 of 365

Idea

An idea, an image, an interpretation
I close my vision, and get a vision.
A ruddy shade, and a clear sheet,
Drawing thoughts to fast meet.
To escape the balderdash of it;
To create a discrete fit.
To enhance, to shape, to exactitude,
And evince the idea's aptitude.
From the murk of muzzy myriad past,
To the mystique, till the last.

-Rashmi Bhura



Peace

Peace is a way of pleasant life,
We should maintain it...
It keeps us healthy and wealthy,
We should give a chance to peace...

-Nischay Gupta

Wheels of life

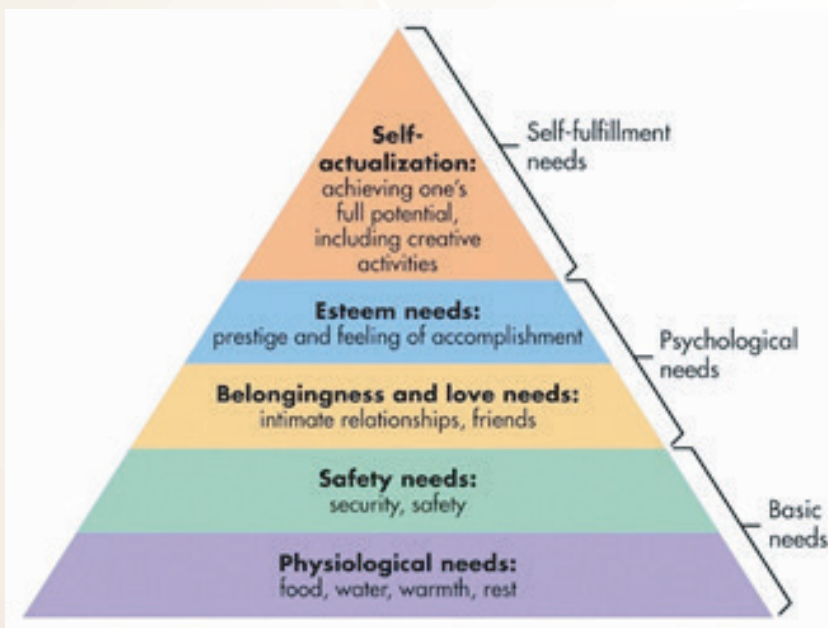
Sadness & happiness are the two
wheels of life ...
Those who move on it, will be alive,
Those who will not, should always die...

-Nischay Gupta



Don't settle for Mediocrity

We all start our career with a dream, as a young adult we would have had high ambitions, but how many of us end up achieving them. Quite a handful. The reason is many of us have a tendency to settle down somewhere on the way before we unleash our full potential. And once in the comfort zone, we compromise and convince ourselves that we have achieved enough. This mediocre attitude creates boundaries and limits our efforts towards self-actualization.



If you observe Maslow's hierarchy of needs, all of us strive to achieve the basic needs, majority of us work towards fulfillment of psychological needs also, but hardly a few take efforts towards achieving self-actualization (i.e.) achieving one's full potential. The people who reach here are those who have broken their shells and managed to come out of their comfort zones.

Mediocrity creeps into our minds in a very subtle manner. Many of us make the mistake of unwinding without even realizing that we are still away from achieving the best.

47 percent of shoppers say that Facebook has the greatest impact on what they buy.

Pizza Hut was the first pizza chain to offer online ordering in 1994.

The costliest share in the Indian share market is that of MRF.

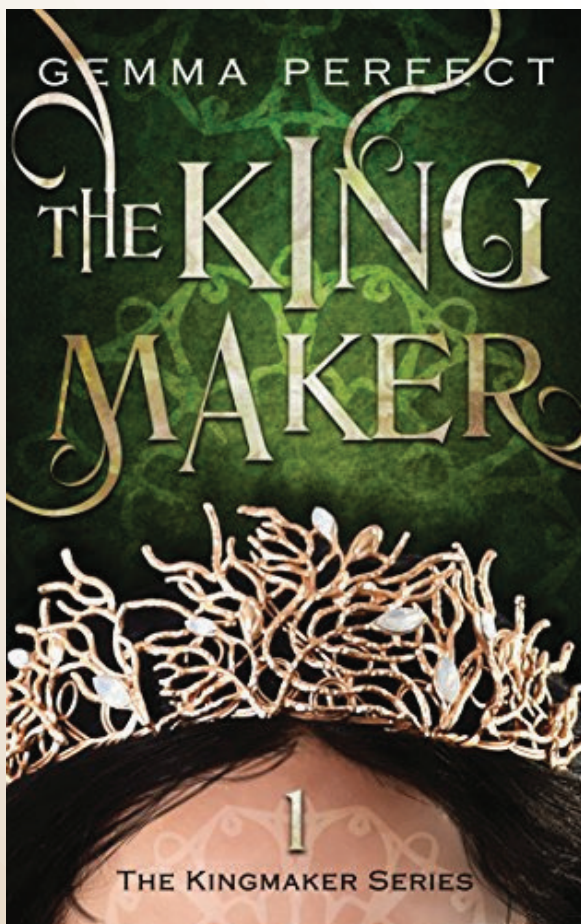
So, how do we resist mediocrity?

1. Never be satisfied with what you have, always presume that there is something better waiting for you and work towards it.
2. Avoid the company of people with mediocre thinking.
3. Never get carried away by flattery.
4. Never choose jobs that doesn't support your career growth.
5. Never be stagnant, keep moving; only rivers that flow, reach the sea.



Dr. M.Bina Celine Dorathy

Book of the month



The King Maker

Author: Ashwin Sanghi

We all have heard tales of Kings when we were little and loved them, but this book is not about any king, it is about the Kingmaker. This book is about two characters. The first one being Chanakya, the famous advisor to king Chandragupta Maurya and how he makes him one the greatest Kings in history, and also how he takes revenge from the other character.

The second character is Gangasagar Mishra, a teacher struggling to make two ends meet. Interestingly, Gangasagar somehow gets hold of a mantra which was written by Chanakya himself and reciting that everyday made him a great political strategist, just as good as

Chanakya. He ventures to make a young girl from Kanpur the prime minister of India. This book was written by Ashwin Sanghi. Chanakya's Chant by him was already a bestseller within 2 months of its release. Other bestselling books from Ashwin Sanghi are The Rozabal line and The Krishna Key.

World's oldest stock exchange was established in the year 1602 and was called the Amsterdam Stock Exchange.

The participation of the common people in the Indian share market is below a satisfactory level.

Philadelphia cream cheese was actually first made in New York.

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