



Presents

REFLECTIONS – THE NEWSLETTER

“POWER: BUILDING YOUR RESILIENCE”

VOLUME 1 ISSUE 03

A young boy comes running across the entrance shouting for his mom and dad, eager to tell them of his recent exploits at tag and run. He finds them seated in the living room sipping tea, having a conversation. Standing equidistant from the chairs he regales the tale while his parents listen keenly, relishing each and every moment of the child's excitement.

A query tugs at the father's eyebrows. His eyeballs reflect the dazzling light of curiosity that almost at an instant has taken hold of him. Finally, he asks, 'Son, what do you want to be when you grow up?'

The child takes a moment to munch the biscuits and declares, 'I want to be me when I grow up.' Not some clichéd job title. Just a person with individuality and full of life. He wants to show the world who he is, what he likes, what his thought process is and what drives him. He wants to be a person excited for every new experience like he is at tag and run. He is so self-confident that he knows if he is himself, he can become anything he wants.



October - Think **Pink**

- Ahmed Areeb Abid (1BHIFA I)

STUDENTS' TRIUMPHS



WORLD TOURISM DAY CONTESTANT WINNERS

1st PRIZE



CHECKI DORJI
BMS-THM-3 yr

VIDEO

PRIYA KISHORI
BMS-THM-3 yr



2nd PRIZE



Ms. NAYANA
BMS-THM-3 yr

ESSAY

Ms. ADITI BAJAJ
B.Com Hons 1 Yr



Ms. ASHWINI ANIL KUMAR
THM 3 yr 5D

PAINTING

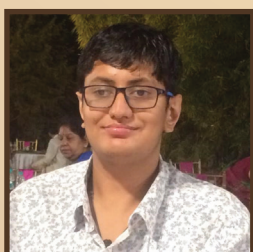
ROSE RANI TIGGA
BMS-IB 3 yr



Mr. SAHIL KUMAR NANDA
B com (Hons) 1 yr IB CMA M2 sec

QUIZ

YOGITA TUMMALA PENTA
I year BMS-IB G section



Mr SHREE RAM T SHREESH
I year BMS-THM

PPT

Ms.Kushi Agrawal
III yr BMS-IB





FINDING ONESELF

The act of “finding yourself” is a very dynamic way to strengthen your belief in yourself and consolidate your identity. To discover wonderful skills and unique qualities that you didn’t know you had. Noticing and appreciating your own accomplishments. Accepting yourself for who you are.

Self-confidence is the key to overcome every obstacle that is in your path. To understand your worth and know that you are enough. You are capable of doing the most. Flaunt your insecurities, they are yours to show.

“What am I learning from that?” you ask... you’re realizing your *amour propre*, you’re learning to be kind to yourself, most of all, you’ve come to know the power you hold.

-IMAMA RIZVI,(IF&A, I section)

BUILDING YOUR RESILIENCE

It is accurate to assume that power evokes confidence in a person. Not only power, good behaviour , and civility toward people and work come into play. Before I can explain how power enhances our resilience, we must first understand what power and resilience are. The ability to do something is defined as power, while the ability to recover rapidly from adversity is defined as resilience. In a nutshell, we're concentrating on self-assurance. Self-confidence enables a person to be intellectually and physically powerful. This encourages people to make decisions and improves their innermost feelings. Mahatma Gandhi, for example, led a movement known as non-violence, which is the finest example of this. Resilience has three components in psychology:- challenge, commitment, and control. As with the first aspect, challenge involves a shift in mindset in which setbacks are viewed as a challenge to be overcome. Approaching obstacles with an open mind is part of being resilient. The second



aspect underlines that resilience demands a strong sense of commitment. Essentially, your commitment and passion will motivate you to persevere in the face of adversity. Finally, the third aspect implies that resilience means concentrating your time and energy on issues over which you have control. You will feel more confident and empowered to face any challenges as a result of doing so. To sum up, I believe that resilience demands a significant amount of strength and power.

- Arnau kumar Samaiyar (I M1)



WRITERS CORNER

Looking at the horizon
Looking at the horizon
Waiting for the sun to set
By holding on to hope that
There will be a better tomorrow
Hoping that there are brighter days in future
By putting up that weak hopeful smile
And there she was
Looking at the horizon
Holding tight to every hope
For better tomorrow
By cherishing every memory so far
Awaiting patiently for a brighter day

- Manaswini.M (Campus counsellor)

"Yahoo" is an acronym
for "Yet Another
Hierarchical Official
Oracle."

WE CAN

We are not in the same amaze as the days,
We have seen long before in past with mates.
Time did change, brought a break with all our mistake.
We did see people losing lives, losing pays.
We did see stacking deads with none to care,
Pay respect, mourn is all we did, love not paid.
But, we came back with all we had and strode hard.
We did save lives and saving lives and battling war.
We prove all we are irrepressible from hearts.
We learnt love, we learnt all.
We can now fight the tough.

- Mohammed Parvez BS, (1N)



Google Followed The 20 Percent
rule, wherein employees were
supposed to work on projects
which may not yield immediate
benefits to the company for 20
percent of their time. Gmail,
Google News, and AdSense are
projects that were born with
this initiative

Commerce Insights

Parachute Coconut Oil is one of the most recognizable products known and consumed by many in India and along with Nihar Coconut Oil, both sold by Marico Limited, enjoys a market share of 60% in the coconut oil category, today in India. However, this success didn't come easy and this is a story of a home-grown company that took the fight to the giant, Hindustan Unilever Limited. In 1996, Keki Dediseti took over as Chairman of HUL with a reputation built on corporate acquisitions set his eyes on acquiring Marico to strengthen the position of HUL.



Harsh Mariwala
Founder & Chairman of Marico

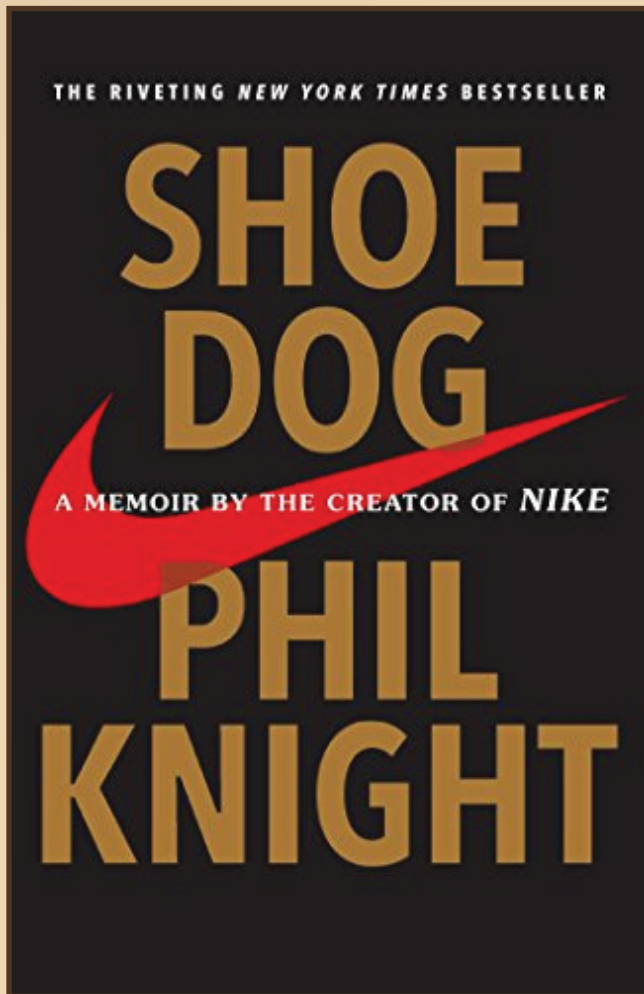
HUL acquired TOMCO, and pushed Nihar Coconut Oil to take on Marico's Parachute through aggressive marketing, discount to retailers, and indirect and direct pressure tactics on Harsh Mariwala. The share price of Marico tumbled and many within Mariwala's inner circle advised him to give in and throw the towel.

Parachute quickly redesigned and repositioned itself with greater advertising emphasizing the sacred symbol of coconut in the traditional values of India, striking an emotional chord with the consumers and aggressively jumped its sales volumes, and gained a larger market share enabling Marico to become one of the top FMCG companies in India. In the meantime, Nihar's market share fell to 8% by 2005 and Marico acquired Nihar from HUL in 2005.

Cloud Kitchen or Ghost Kitchen is a concept of a Delivery - only restaurant, with no dine-in option or takeaway counter. Orders are exclusively taken online. Behrouz Biryani and Faasos are examples of this.

BOOK OF THE MONTH: Rather be Reading

SHOE DOG - PHIL KNIGHT



“My hope was that when I failed, if I failed, I’d fail quickly, so I’d have enough time, enough years, to implement all the hard-won lessons. I wasn’t much for setting goals, but this goal kept flashing through my mind every day, until it became my internal chant: Fail fast.” - Phil Knight

What is the first thing that comes to your mind when you think of Nike? A globally acclaimed multi-billion dollar sporting brand? The infamous ‘Swoosh’ logo, that has been donned on, by some of the best athletes in the world?

‘Shoe Dog’ is a memoir by the creator of NIKE which takes the reader on a journey back in time to 1962. After traveling the world on a journey of self-discovery, Phil cements his passion for shoes and the track which ultimately gives birth to “Blue Ribbon Sports”, the predecessor of NIKE importing high-quality, low-cost running shoes from Japan and selling them in the United States. The story of NIKE is one of endless struggles, sacrifices, & innovation and is inspirational for anyone who wants to leave their mark on the world.

WOMEN IN POWER

Gauri Maulekhi is an Animals right Activist based in India. She is the Trustee of People for Animals, India's largest animal welfare organization. Gauri Maulekhi started working for People for Animals in Lucknow in 1995 as a volunteer where she played a vital role in setting up the first animal shelter in the city. She also helped raise funds for the shelter, conducted adoption programmes for rehabilitating abandoned dogs and facilitated the coordination of animal ambulance service for animals in distress.



Gauri Maulekhi



Manasi Pradhan

Manasi Pradhan is an Indian women's rights activist and author. She is the founder of Honour for Women National Campaign, a nationwide movement to end violence against women in India. In 2014, she was conferred with Rani Lashmibai Stree Shakti Puraskar by the President of India.

In 1987, she founded OYSS women. The initial motive was to help girl students achieve higher education and develop them as future leaders in the society. OYSS Women has been organizing leadership workshops, education and vocational training camps, legal awareness and self-defense camps, nurturing thousands of young women as prospective leaders in their chosen field.

- Khushi (BMS-IB)

The Voice of Unknown

Yaariyan and Umang, a lesbian-bisexual-transgender initiative in Mumbai



Known for her pioneering work in highlighting Lesbian and Bisexual women's issues as well as LGBTQ youth work, Sonal Giani is a very vocal LGBTQ activist and an actress. She had also co-founded one of India's largest LGBTQ youth initiatives Yaariyan and Umang, a lesbian-bisexual-transgender initiative in Mumbai.

She has been a part of film projects, theatre productions and represented the Indian LGBTQ community globally around the time she was working as the Advocacy Manager at the Humsafar Trust.

She is best known for featuring in the documentary style television series *Connected Hum Tum* that surfaced in 2013, where she had shared her real-life experiences and struggles as an Indian bisexual woman.



BOOK YOUR DATES OF OCTOBER

- ▼ On 1st - ANTARAL in association with NSS - World Contraception day
- ▼ On 4th - NSS Orientation and Recruitment Drive
- ▼ On 5th - International ENACTUS stake holder Colloquium
- ▼ On 7th - ANVESHANA - Freshers' Fest
- ▼ On 13th - ENACTUS day

CREATOR'S TEAM:

- | | |
|---------------------------|-----------------------------|
| 1. Surekha 5 J | 5. Khushi Srinivas BMS-IB |
| 2. Shrutesh Pande 5BMS BE | 6. R. Kashyap 1M2 |
| 3. Sachin S. Shenoy 3 K | 7. Ananya Kumar 1H |
| 4. Sheetal.S 3 K | 8. Krithika Anatha Vinay 1K |

