

# INNSTAIN



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Beyond the Halls of IVY

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# MESSAGES



Principal

I am very delighted to know the Department of Management Studies is releasing its latest edition of student's magazine 'SAMVRIDHI'.

With great pleasure I would like to appreciate the energy and enthusiasm of the faculty and students on the eve of its release. The students have displayed high level of talent in various activities organised by the department and college. It speaks of the faculty strength and potential of the students. I wish the faculty and students all the very best in making SAMVRIDHI as their pride possession.



Head of Department

It is my pleasure to congratulate and appreciate all the students who have put in their efforts in bringing out the latest edition of SAMVRIDHI newsletter for this academic year. I also congratulate all the students for their enthusiasm, active participation and for contributing articles and art work.

I appreciate all the faculty members of the department for their constant support and for motivating students to write articles for the newsletter. I look forward and wish more newsletter with informative articles to come in the future.



Mrs K. Suvarchala Rani  
Coordinator Samvriddhi

It gives me immense pleasure to congratulate the amazing efforts put forth by Team Samvriddhi. Idea generation, Initiation, Innovation and Integrity defines Team Samvriddhi.

I am quite positive that Samvriddhi would provide the readers with educational information, helpful hints and tips, events and news from businesses at various national and international platforms. Samvriddhi in a beautiful way moved towards establishing its own identity. I am so proud of the team for their success because of the wonderful combination of members being both the dreamers and the doers. I am sure Samvriddhi would move towards new heights due to the dedication of the team members. I would like to wish all the best to everyone associated with Samvriddhi.



It is said that everything that reaches the epitome of success, eventually falls down, if it cannot withstand the crutches of failures. Business, in such a competitive sphere of surviving, tends to fall apart even before experiencing the warmth of success. The focus is now shifting from conventional profit gaining businesses to highly complex, unconventional- creative business models. That will not just survive but will also, append and give it back to the society. Seeing this emergence globally, at different forums and SME efforts, SAMVRIDHI launches its December edition which also happens to be our 10th edition, "INNSTAIN - infusing innovation and sustainability".

This edition ponders over sustainability in its grave way, uncommon ways of earnings, the re-being of businesses, touching upon human friendly organisations , the ever going competition between Emotional quotient and Intelligence quotient, among the rest.

To make the present now, a useful one for the future then, to sustain itself, this is the idea that we are looking forward to.

We hope this compilation of words and approaches make our readers think, realize and build new thoughts. Read on, to make it happen.

*Regards,*  
Mrs. Suvarchala Rani  
Faculty incharge of SAMVRIDHI

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# INTRODUCTION

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## **INNSTAIN:** Infusing INNOVATION and SUSTAINABILITY

Innovation is a new idea or a process that is crucial for the continuing success of any business, It satisfies expectations of customers over a periodic time. Thus, making innovation sustainable. Rightly said, as the theme suggests, INNSTAIN is a venture that seeks to infuse innovation which is sustainable despite changing trends, perspectives and attitudes. We know that 'Change' is the only constant in life. Innstain welcomes innovative ideas that can impact business markets and environments profitably for a considerable length of time with minimal costs (by way of time and resources both, animate and inanimate). This edition is expected to stimulate thinking which is eclectic in its approach and in turn benefits all businesses and stakeholders.

Regards,  
Team **SAMVRIDHI**





# GREEN GROWTH

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Growth is necessary. But, in order to sustain for a longer period in the field of business, it should have both, responsibility towards society and environment.



Green growth inclusion requires tackling political and economic constraints, behavioral and social norms, and innovative financing instruments to change incentives and promote innovation and thus address the market policy and institutional failures that lead to the overuse of natural assets.

Green growth strategies are needed to promote sustainable growth and to break the pattern of degradation and resource depletion.

Over the last two decades, India has provided a lot of employment opportunities and allowed to emerge from poverty. This remarkable growth rate, however, clouded

by the deterioration of environment as well as the scarcity of available natural resources.

In the latest survey of 178 countries where the survey is focused on environment and pollution, India ranked 155th which is highest even among BRIC countries (China with 118th, Russia with 73rd, Brazil with 77th, South Africa with 72nd). Also, according to another recent survey by WHO, across all the G-20 economies, 13 of 20 most polluted cities are in India.

## FINDINGS

First, Environment Sustainable Development could become the next major challenge as India is moving towards projected growth trajectory.

Second is, even though Low-Emission strategy comes at a slightly higher price tag for the economy while it promises to deliver greater benefits.

Third is, for sustainable future, India needs to value resources and ecosystem services to provide information policy and decision making for future businesses.





# RE-BEING

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Change in the business world is a common phenomenon and the most crucial thing is the development which not only serves the society at large but also, consumers to an extent where satisfaction can be observed (from consumer's point of view) through the way they respond to the changes in the business environment.

Such a change in business is the "Re-being" Factor which in simple terminology can be explained as either a way of grabbing an opportunity at the right time and at the right place or can be considered as the opportunity grabbed in the nick of time when there is no certain response in the external environment. I.e. From the customers



There are many examples where the companies have grabbed the opportunity and made huge profits. One among those

companies is Paytm. According to current scenario, it has become India's first payments app to cross 100 million downloads on Play Store. Compared to other applications, Paytm is one among the most used for undertaking digital transactions and payments. Later, many applications like PhonePe, MobiKwik etc. got inspired by Paytm's concept.

The re-being of Paytm began during the time of demonetization of 500/- and 1000/- rupee notes by the Indian government in November 2016. This helped Paytm to take a step ahead in their expansion and develop the application in such a way that digital payments become user friendly for the consumers. And, this action of Paytm made people to partially shift and opt for cashless economy which was the ultimate objective behind demonetization.

There are many changes that take place in this dynamic business world and companies that are able to identify, take advantage and execute it in an efficient and effective way, will succeed.





# FAMILY FRIENDLY ORGANISATIONS

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## LIGHT UP YOUR LIFE

Ever wondered what if life happens to be the same as the way you wanted? I am sure everyone will wish for it, but always fail to make it possible. I guess it is possible! Just think that life is represented by a stove with four burners. Each burner symbolizes one major quadrant of life. First one represents work, the second one represents health, the third one represents family and the last one represents friends. The three views of four burners can be obtained by lumping friends and family into one category. The time can be equally distributed to four burners but eventually, we have to accept that one will never reach their potential in any given area. To handle these problems there are three ways.

The first one is outsourcing burners. We all outsource small portions of our lives and spend it elsewhere. Work seems to be the hottest burner for many of them and it is also the last burner to be turned off on the stove. Business owners outsource their work by hiring employees. The advantage of this outsourcing is the burner keeps running but a drawback is removing yourself from the platform.

Next one is embracing constraints.

One must embrace their limitations and question themselves by assuming a particular set of constraints and how one can be more effective. Yes, the line of questioning focuses on thinking positive rather than being negative but it also means accepting that one is operating less than their actual potential.

The last one is the seasons of life. What if, instead of searching for a balanced life one can divide life into seasons and focus on one area. When one is in 20's they can go to a gym and chase the career ambitions. A few years later family burner gets more gas and health burner dips down. After a decade passes one might think of the old relationships and pursue the business idea that was put off. Maybe one has to let go things for this season.

One can do all in a lifetime but not all at the same time. So which burner one is going to cut off purely depends on an individual's perception. This is the way one can get hold and make their lives under control and lead a peaceful life.





## WHAT MIGHT HAVE BEEN RATHER THAN WHAT IT IS?

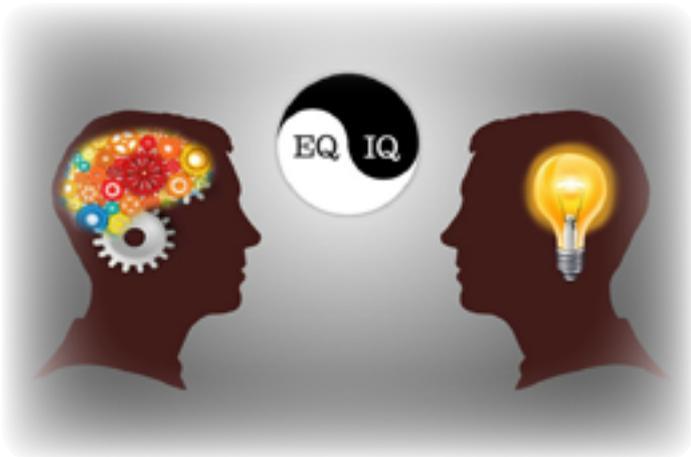
Emotions and intelligence are the latent properties of the mind which every human possess, and the quotient only determines their enhanced state.

You can live a life ordinarily with their values grounded. But, certain designations of life demand their augmentation. Generally, Emotional Quotient is the ability to identify, evaluate and express emotions by looking at things as they are. Where as, Intelligence Quotient is the craft of understanding and analyzing circumstances with logical reasoning and is normally associated with asking questions like “What might have been” rather than what it is.

“Your IQ may get you through college but EQ will get you through life” is no longer a sensible phrase when, you have advanced technology around you.

Though Studies show that intellectual ability is a better factor for success when compared with EQ, there must be a distinction of professional and personal agendas. The comparison of EQ and IQ is a delusion personally and is crucial on professional platforms. Perceptively, a person with high IQ can be a good team leader but the same along with a brief EQ will undoubtedly be a perfect one.

However, living in a world with intelligent and emotional species containing the ability to amplify these qualities, one must reach the supreme to accomplish the ultimate purpose of life.





# WHAT IF ?

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## WHAT IF THE INTERNET NEVER EXISTED ?

Have you ever talked to a person who has complained about kids these days on their phones and computers, and not going outside because of the internet? I mean I have not but that is because I am inside all day on the internet.



The point is that the invention of the internet has forever altered the way that people socialise, spread, and receive information. It is not just talking about social media, it is The Internet, the global system of interconnected computer networks. It profoundly shaped society as we see it today, be it economically or politically, and even if you do not realise it, you, the person reading this can certainly think of how the internet has shaped you, especially younger people who have only grown up in an increasingly internet dependant world.

In this alternate timeline, computers exist but the internet does not. It is odd, at least from our perspective, but to the people in an internet-less age nothing changes, because to them, they are not missing out on anything. So in some ways things before the internet continue on their path.

We all know some products do not seem to age well, they seem innovative for the time, but today they seem dated. The innovation of technology is like a tree, it involves branches that go in every direction, and many lead to nowhere. With hindsight we know which products eventually made up the solid base of the trunk – the smartphone, tablet, digital streaming. There are also products whose branches ended, mostly because of the rise of digital media, things like portable DVD players, TV show cartridges and Gameboys – those were forgotten to time. In a world where the internet does not exist, those products which became stuck in the period of the late 90's and early 2000's have an entirely new destiny, an alternate age, where those products are not branches that end, they



are the trunk of the tree.

In this age, computers exist, but it is not a machine which is appealing to everyone. In a world without the internet, a computer does what it was originally designed to do – compute, to be tools to crunch numbers. Computers are dominant in the jobs of pretty much every field, especially the scientific and business world, but they are never really used for social activities. They would be an isolated islands of computing power. That is a theme of this alternate age – Isolation. Not only social isolation, but product isolation from one another. Without digital media, technology of this age is reliant on physical storage units to transfer media. Things like CD's, cards and Blu-rays are the only viable ways to store information like movies, songs, or TV shows. The age of streaming simply does not exist, meaning Netflix and other streaming services are never created.

The design of phones is quite different too, or rather, not altered much since 2006. Phones adapted touchscreens as it was the easiest way to browse the internet in multiple apps. Without digital services to download or browse, the design is not practical. The rapid change of phones to touchscreens does not happen. Cell phones are mostly

just used for texting and calling, both of which can be achieved with buttons for cheap. Touchscreen phones still exist but they would be niche due to the price for less use. The efficiency of button phones means this design never becomes outdated.

But what about mobile gaming? Without digital download its understandable that games like angry birds and clash of clans would not exist, but that does not mean



gaming on your phone would not happen at all. Since media could only be stored physically, some games could simply be stored on SD cards to be put onto phones, like the system the Nintendo DS had. A vast alternate market of SD mobile games, maybe even phones built with controls in mind. Even if it does not happen with games, it could still happen with music and movies.



CD's were replaced with digital downloads from the internet, but without it, a physical storage product would need to replace the CD, something smaller and lighter – the SD card. This could phase out CD players of the 2000's – a spiritual successor to the Walkmans of the 80's.

A few other changes might be in banking – without online banking, you might use something like prepaid minutes as a pseudo currency to do transactions. This sounds odd but the inspiration comes from our timeline. This happens in many countries where people do not have bank accounts. This might mean big banks get into the cell phone industry, or vice versa.

Without the internet, the video game industry might not be as huge as it is today, as much of the success of competitive games come from online competition. I would expect that they would still exist, but be more of a niche.

There is one troubling aspect however – the control of information. In this alternate timeline, it is in the hands of far fewer people. I feel that traditional media, while alive, would be quite ominous. We already live in a world where 6 companies control most of

the media. So in a world where there is no alternative, no internet to communicate or spread information, they are the only ones controlling the narrative. Politically, things are less extreme, but at what cost? The Arab Spring was only possible in a region of political oppression because of social media, which allowed people to organise protests against dictatorial regimes.

The question is this: Where do you think you would be in a world where the internet did not exist?





# WHAT IF ?

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## WHAT IF DECISIONS ARE BASED ON EMOTIONS AND NOT LOGIC?

Imagine you are in a situation where all the facts you have got are on point, valid reasoning, along with logic backing them up, and your personal belief is that the opposite person cannot deny the argument or proposal. To do so, would be next to impossible. As you have figured that, there is no other logical solution to that. Well the opposite person also has his or her armor ready to win the argument or proposal and he or she did not fall for your trap; your points did not oscillate him even a bit. Were you astonished when that happened? This is the same state of those people who sit down to nail a deal. They back themselves to use logic to sway the opposite party, but emotions take over logic in such cases.

Human lives revolve and evolve around emotions like the earth revolves around the sun. According to the latest findings by neuroscientists, decision making is based on emotions and not on logic. But sometimes it is a frustrating situation to consider emotions for various business decisions. On the contrary, while it can be frustrating, emotions could actually be your

personal ally in steering the management, employees and customers towards the decision you want.

Emotions are generally shortcuts that are built by our brain to generate feelings on subjects, which result in our decisions and actions. Eventually if there was no emotional response to the decisions you have made, regardless of being important or no, then the decision was made with the help of pros and cons or reviews.

Logic comes in when rationalizing the decision that you want to make; and occasionally logic outweighs emotions. For instance, you would love to buy a super charged sports bike as it was your childhood dream, but it makes more sense to buy a car for commuting. Logic wins out! We can end this by saying that the pair of emotions and logic can become a powerhouse. Emotions might be unpredictable, personal, but they are way more powerful than any logical explanation in decision making.





## CHEERS TO UNCONVENTIONAL METHODS OF EARNING

You can earn while you learn. YES!  
You read it right. I am sure everyone would LOVE TO EARN while they are still studying. But I understand that it could become difficult to go through all the options available because one Google search would leave you confused with a million opportunities. So let's make things easier for you and tell you how exactly you could earn while you learn at school or college. And all you need is a little enthusiasm and a lot of energy to get started.

1. We have a lot of books and textbooks at the end of the semester. We also tend to write a lot of notes to make sure we could do well in exams. So, here is what we could do. We could sell our used books and textbooks at the end of the semester that leaves us with some good amount of cash. But how do we balance the energy we put in writing those elaborate notes? We cannot just sell them, can we?
2. Sell your notes- If you do not mind sharing your notes with other students, then it is a great way to generate a little extra cash.

There are sites out there that you can upload your notes to, along with your price, and then when another student downloads them you get paid. Interesting? Wait. Go ahead.

3. Sell on your education- Becoming a tutor to other students is easier than ever. Until recently your market was limited to local face-to-face sessions, but thanks to online tutoring sites you can go global. And trust me, you would have so much fun teaching.

Do not worry if you are someone who cannot get along with books So, do not worry, there are insights for you who like to write/ sing/ act/ click photographs, and are good at LITERALLY ANYTHING.

1. Freelancing is a great way of earning. Perhaps you enjoy writing, managing Facebook pages or doing a little bit of graphic design in your spare time. There are so many freelance jobs out there that require simple skills or just time that someone else might not have.
2. YouTube! Who does not spend time on



YouTube? Make money with YouTube!

3. If you love to write, you can make money from blogging. You could also write and sell eBooks. This is easier than ever with the help of Amazon and the Kindle.
4. Turn your hobbies into income streams. Many hobbies, like photography and videography are ideal revenue generators. You can also sell your photos! If you think you have got a good shot and a bit of creativity, try uploading your photographs for free to stock websites.
5. If you are someone who keeps themselves updated with the fashion sense of the world and want to get rid of seemingly unused items, sell them on eBay or other such websites. You can also buy bulk items and resell them individually..
6. Be the next Mark Zuckerberg. Start your own website. If you are interested in generating passive income, then you need a website. It is THE way to make money while you sleep.
7. Review music for money- If you love music; make it your business by reviewing unsigned bands and artists online for cash.
8. Do you fancy yourself as a budding young actor or just that person that walks

past in the background shot of an episode of Friends? It could be you, if you apply to be an extra in a TV or film.

9. But what if you like to travel? Meet interesting people? Give tours of your city!
10. Capitalize on your inner chef- If your cooking skills regularly impress family and friends; get paid to create memorable meals for clients.

Too much to handle now? Just narrow down to the area of your interest and get going! Do not forget to give me a share of what you earn! Because that could be my unconventional method of earning!





## GREEN BUSINESS “INVEST IN FUTURE NOT IN PAST”



When it comes to protecting our environment and planet, everybody is a stakeholder. We all consciously or unconsciously involve in activities that are not environment friendly and this in turn causes global warming. This scenario is encouraging aspiring entrepreneurs to go green when it comes to choosing a business idea.

The concept of sustainability is on the rise and increasingly finding its way into the consciousness of the consumer. The shelves in grocery stores alone are filled with fair trade, organic foodstuffs and products, illustrating an increasing trend among consumers that has radical implications for producers, retailers and businesses in general.

The need to strike a balance between increasing demand for natural resources

and environmental sustainability has opened new opportunities for green business. Sustainability is not just a niche market any longer, rather is well on its way to becoming a major and crucial factor in consumer behaviour, as well as in business practices.

However, for businesses this also means a great opportunity to embrace the change in customer behaviour and to go green as sustainable business practices are a profitable investment that will do more than just pay for themselves.

With increasing challenges from growing population and climate changes, the progress falls to entrepreneurs with the drive and imagination to advance the industry. World-changing innovation often starts with one person and a really big idea. Can you change the world?





# SUSTAINABILITY WHEEL

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As environmental and climatic conditions have been severely degrading in the recent years, taking up Sustainable "Green" business practices have become a need. The idea of Sustainability has become an important part of the business scene in the 21st century. But for many people it still remains an unfamiliar term. Sustainability is to give as much to the environment and to planet Earth than what's taken from her for thriving of businesses.

Sustainability differs from Corporate Social Responsibility in the sense that CSR is more about a business enterprises' responsibility to act ethically and be conscious of its impact on its surrounding environment and Sustainability is more future oriented and focuses more on preserving the environment, its resources and the society.

For years, making profits and being socially responsible have been seen as mutually exclusive.

Many journals and authors eulogize the many advantages and positive effects of sustainability. But are businesses really able to strike a balance between their economic and socio-environmental goals?

So, the question as to "How much has corporate sustainability practises given back to the society?"

"Arises.

Sustainability in a developing country like India cannot be limited to only recycling, nature preservation and sources of energy. Important as these are, they are almost rendered irrelevant to a nation where 22% of

the total population lives in impoverished conditions. Try having a conversation about recycling and preservation with people who are starving, having inadequate shelter, lacking necessary education and skills and an inability to access the job market; who cannot look towards the next day with any reasonable expectations, let alone the distant future and we'll get our answer.

Open any sustainability report of any business and what we find are emission levels, water savings, preservation projects and very little about jobs created; employment generated; educational, health and infrastructural help; initiatives to help the poor and ease the many challenges they face, i.e., people for whom every day is a quest for survival. These practices sound nice in journals where the white-washed version is shown as reality. But the reality is always at ground level.

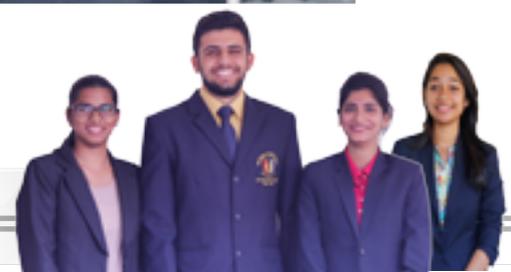
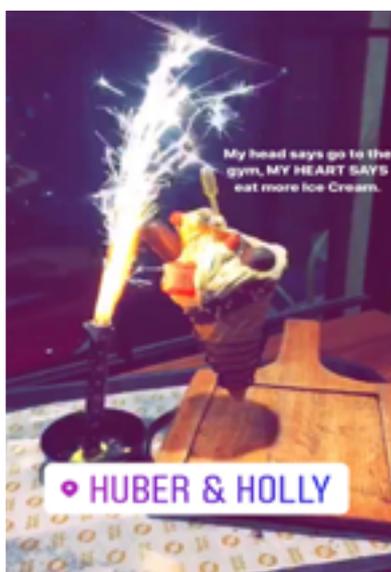
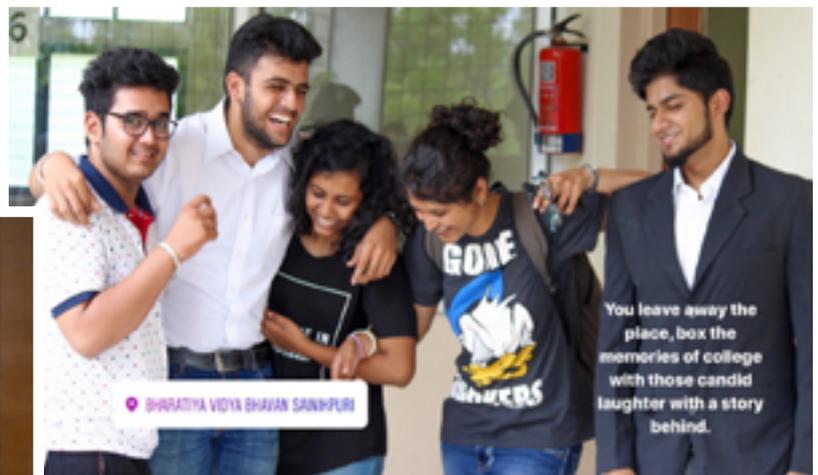
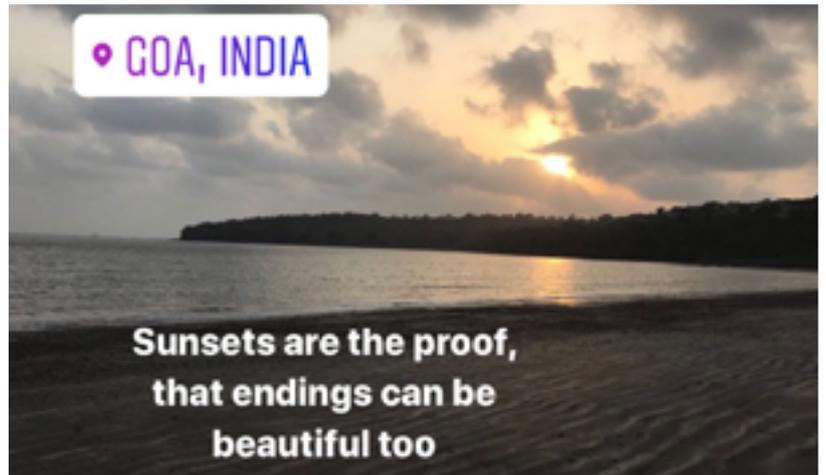
"Only when the roots are strong will the tree withstand the wind"

Similarly, only when the common and unprivileged are looked after will we flourish as a country and as an economy. The first step towards this will be by not ignoring today's suffering for tomorrow's preservation; by doing the work that is required of us today, to make a difference in the lives of those who need help most and make our tomorrows brighter and better.





# TRAVEL EAT LIVE REPEAT





# TALENT HUB



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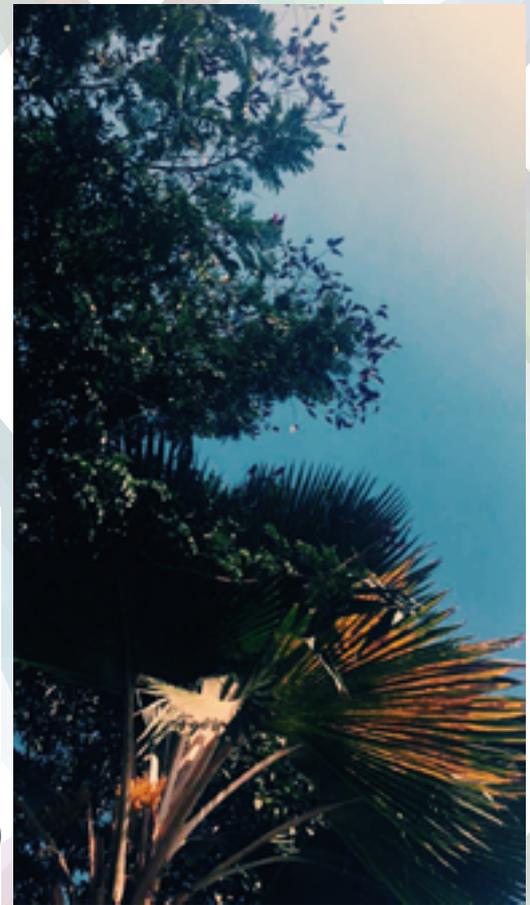
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# ABHYAS CLUB

## ORPHANAGE VISIT





# ABHYAS CLUB

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## YOUNG MANAGER



