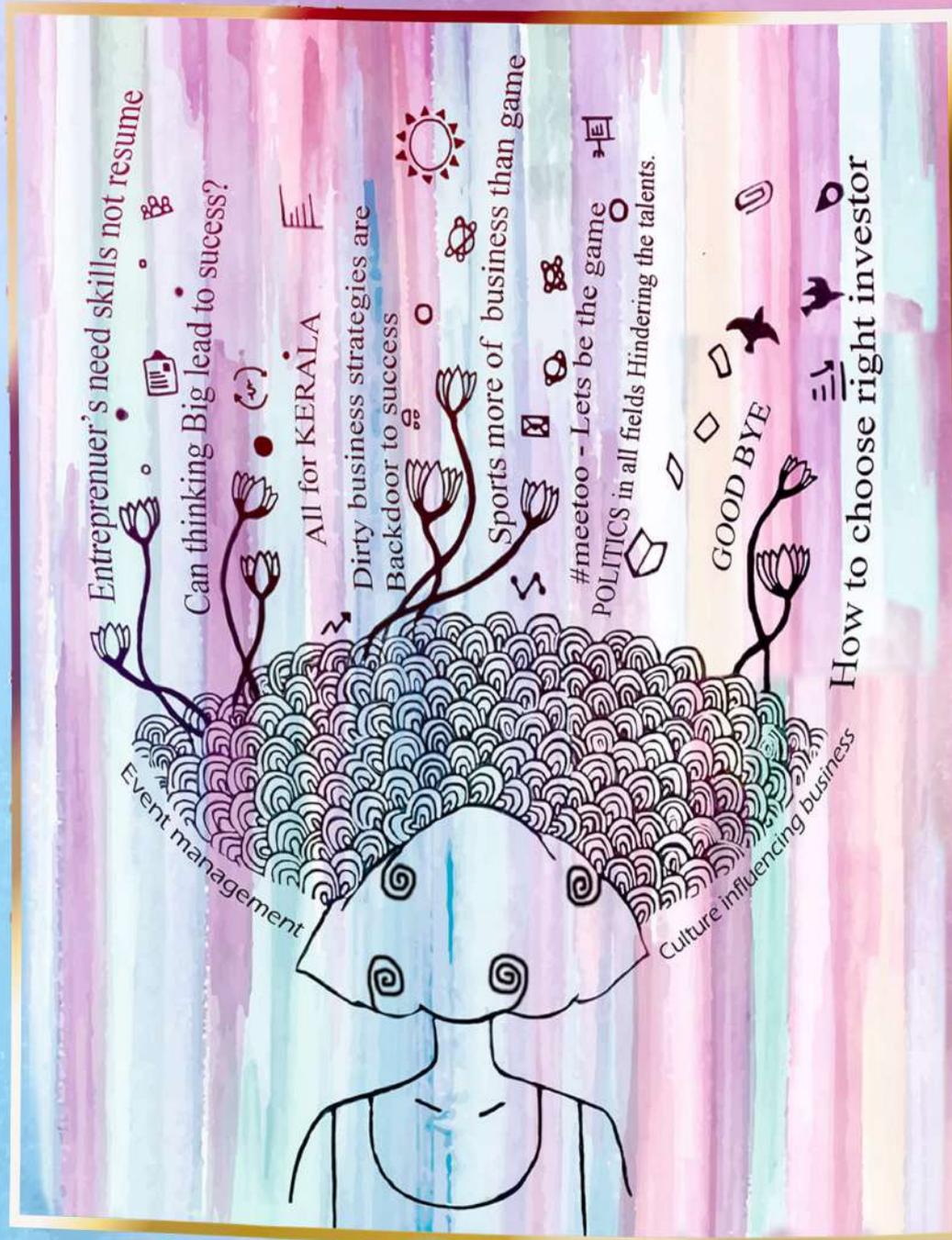


Saivridhi

Beyond the halls of IVY



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Message

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.



Principal

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.

It gives me immense pleasure to congratulate the amazing efforts put forth by Team Samvridhi. Idea generation, Initiation, Innovation and Integrity defines Team Samvridhi. I am quite positive that Samvridhi would provide the readers with educational information, helpful hints and tips, events and news from businesses at various national and international platforms. Samvridhi 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 Samvridhi 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 Samvridhi.



Head of Department



Coordinator Samvridhi

Editor's note

SPECTRUM

brings the concept of a ray of light scattering into multiple colors, into life. It shows how multiple views can be put together to form one whole view, a sight of all the little details adding up to a put-together view from the top.

We, the team of Samvridhi, are bringing to you the thirteenth edition focused around the concept of "Spectrum". Like Spectrum that shows the panoptic view of the multiple scattered colors as a whole, we bring multiple different topics and trends adding up to today's world all gathered and presented under one roof. From latest news and updates to the changes in the fields of management, we wrap them all in this edition of Samvridhi.

You will find topics like Event Management, Culture influencing Business, and Entrepreneurs Need Skills Not Resume for the management enthusiasts. All for Kerala, #Metoo, Politics in All Fields Hindering the Talent, and Sports More of a Scam than a Game are topics that throw light on some latest news and scenarios existing in the world currently. Can Thinking Big Lead to Success is another topic that will make you think, and finally, for the What If section – Would the Universe Still Exist if No Life Existed to Observe It? We leave you with all these diverse topics enveloped in one newsletter in your hand with a hope that you will find your read worthwhile.

Samvridhi Team



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Introduction

« LIFE IS ABOUT USING THE WHOLE BOX OF CRAYONS »

A SPECTRUM SHOWS HOW
A BEAM OF LIGHT CAN SEPARATE INTO A
SET OF COLORS, ALL OF WHICH PLAY A ROLE IN THE
WONDERFUL VIEW THAT IS FORMED AT THE END. SIMILARLY,
ALL THE DIFFERENT COLORS OF THE WORLD THAT WE LIVE IN ARE
WHAT MAKE IT WHOLE.

OFTEN TIMES WE ARE OBLIVIOUS TO HALF THE THINGS HAPPENING AROUND
US; IN THE SOCIETY, OUR COUNTRY AND THE WORLD IN GENERAL. ALL THESE
DETAILS ARE WHAT SHAPE THE WORLD FOR US TO VIEW IT AS IT TRULY IS.
THERE ARE VARIOUS DIVERSE ASPECTS TO EVERYTHING, AND ALL OF THESE
TOGETHER FORM A WHOLE PERSPECTIVE. HERE IS OUR WAY OF PUTTING
ALL OF THE COLORS – THE CURRENT TRENDS AND ISSUES – AROUND US
TOGETHER TO SHOW IT ALL AS ONE VIEW.

FROM THE CURRENT AFFAIRS AND SCENARIOS OF THE SOCIETY TO
A GLIMPSE INTO SPORTS AND A TOUCH OF MANAGEMENT
WOVEN IN TOGETHER, WE BRING TO YOU A
SPECTRUM OF VOICES TO BE HEARD.

ENTREPRENEUR NEED SKILLS NOT RESUME



Entrepreneur is a person who sets up a business or businesses, taking financial risks in the hope of profit. To be an Entrepreneur many people think that they need a brilliant resume to get there. However, an entrepreneur don't really need a resume until and unless they are dealing with potential investor, client, employer requests one. A resume should only be an integral part of an entrepreneur's marketing materials, it doesn't define their capabilities and skills. Every entrepreneur needs to be an effective communicator. Whether a person is a solo entrepreneur or runs a Fortune 500 company, he needs to understand how to communicate effectively to all stakeholders and potential stakeholders that touch the business. If an entrepreneur cannot communicate the value of his company to anyone who needs to understand that value, the company cannot be successful.

Sales : The soft skill of sales goes hand in hand with the communication necessary to be successful. As an entrepreneur, a person needs to be able to sell everything. An entrepreneur needs to sell the business idea to potential investors, the product or service to potential customers, and himself to his employees and investors. In the beginning, it's natural for entrepreneurs to be the first salespeople at their respective companies.

Focus : The path to successful entrepreneurship is riddled with ups and downs. There are the highs of elation and the despairs of lows. One of the main risks an entrepreneur faces is the risk of emotional instability. A successful entrepreneur needs to be able to focus so he can stay the course when the going gets tough. No matter what struggles an entrepreneur goes through, a successful entrepreneur has the focus necessary to keep an unwavering eye on the end goal.

Ability to Learn : The ability to learn is one of the most important skills to have in life, let alone in entrepreneurship. If a person is building a business, however, the ability to learn is a necessity for success. An entrepreneur needs a high ability to learn – and a desire to learn. If a person is able to learn in any situation, even failure, he has the skill necessary to become a successful entrepreneur; his failure can expand his knowledge and understanding of business.

Business Strategy : While a successful entrepreneur has by definition built a successful company, the skill of business strategy is actually the fifth most important skill that an entrepreneur needs. Often, entrepreneurs achieve success in their businesses through their own sheer strength of will. By employing effective communication skills, sales skills, a deep focus and a high ability to learn, an entrepreneur can actually learn business strategy on the fly. A successful entrepreneur needs to have a solid strategy to take his business from good to great.

By: Surabhi Sarna BBA 2nd year

CULTURE INFLUENCING BUSINESS

No one can argue that culture affects how we think and how we act as individuals. It affects our relationships. So, understanding the importance of culture, one can see that it definitely has implications on business.

Globalisation has completely transformed the way the world does business, especially now that people from different professional cultures regularly meet each other. Though diversity is one of the most valuable things to have in a business, it can also present challenges when there are people from multiple cultural backgrounds in the same office.

International business deals not only across the borders, they also cross cultures. Culture profoundly influences how people think, communicate, and behave. It also affects the kinds of transactions they make and the way they negotiate them.



CULTURE has become one of the most important business topics from 2016. CEOs and HR leaders now recognize that culture drives people's behavior, innovation, and customer service. Culture includes all the behaviors that may or may not improve the business performance. Today, culture is a CEO-level issue and something that can be measured and improved in order to drive the strategies.

And with the globalization of business through the ease of communication and travel, understanding culture is increasingly important in today's world. You probably have heard of the expression that "... when in Rome, do like the Romans do." When you work with individuals from another culture, you need to be aware of their culture. This will allow you to be more sensitive to other cultures. This mind-set will help you to appreciate other cultures and to view things from a broader perspective and not just from your viewpoint.

Gender

In some countries, women are given equal status as men and there is no “glass ceiling” to speak. Women are seen to be able to accomplish anything equally as men. In other countries, women are still fighting for their rights in the workplace and for equal opportunities in education and other areas of society.

Where companies can start

- Culture cannot be delegated—it must be on the CEO’s list of top priorities: C-suite executives must clearly understand their company’s cultural values, determine how they relate to business strategy, and take responsibility for shaping them.
- Understand both the current and the desired culture: While many HR organizations are building teams to better communicate leaders’ vision of the desired culture, these teams do not always connect cultural change programs to behaviors and business strategies.
- Measure culture: Use empirical tools to understand employee attitudes and actions. If measurement reveals that current behaviors conflict with desired cultural values, refine the program to communicate and model culture throughout the organization. HR should take the lead in this effort.

Although HR has a distinct and proactive role to play in driving cultural change—one that leading HR organizations have already embraced—the challenge of culture should be owned at the highest level: by the leaders who are responsible for business strategy. Just as the CEO is ultimately responsible for business strategy, the CEO is ultimately responsible for culture. This all might sound overwhelming to you. As we begin to open our mind and appreciate other cultures, we will more naturally begin to understand more of their uniqueness. The important thing is to realize that there are many differences to how people live. Culture affects how we think and how we act as individuals on our job. Culture affects our relationships with any of our business associates.

CAN THINKING BIG LEAD TO SUCCESS

The magic of thinking big can bring into your life bigger ideas, smart strategy, better plans and bigger success. It is said that thoughts create the circumstances and situations of life. This means that if you think big, you will achieve bigger success, but if you think small, you will not reach far and high. The magic of thinking big can change your life, but only if you back it with action and faith. Thinking big is not magic, but a mental law of nature.

“The best way to predict the future is to create it.” None of us in this world has the power to create their own destiny, but yes, we all have the power to dream big. Dreaming is the most basic ideology behind the theory of success.

Just dreaming, staying passive, and waiting for things to change with no effort on your part is not gonna bring success into your life. Making the magic of thinking big work requires that you keep your mind open to see opportunities and take advantage of them when they appear. You also need enough willpower, self-discipline, courage and motivation to follow your thoughts and dreams. The movie and books inspired by many people, but getting inspired is not enough. Inspiration is important, but it is not enough. You need constant inspiration and motivation, which means a strong desire to achieve your goals, but how many people have a strong desire?

You probably have dreams of a better and more successful life. However, if you don't believe you can achieve this kind of life, you neutralize any positive thoughts you might have. Thinking big needs to be constantly in your mind if you want to achieve bigger things. You can start by thinking about bigger goals and expecting them to come true. Gradually, many things in your life would change and improve.

It takes same time and the same effort to think big or to think small. So why not think even just a little bigger. Fear and lack of self-esteem keeps you thinking small and not expecting much. For this to happen, you need the faith that you can succeed. You need to adopt a positive attitude and take positive action. You can achieve more by starting to think big, expecting bigger results and believing you can achieve whatever you set your mind to do. The magic of thinking big can become a part of your life.

If you had a dream that you let go cold, re-ignite the dream, fan the flames, go behind it, tell it, plan it and work it. Your dreams might meet the stones of failure but just remember that “the biggest successes have to go through the biggest failures”. Failure doesn't mean a full stop on your journey, it's an experience that makes you strong enough to quit and start a new life. Hence go ahead, think big and work enough for making this virtual dream becoming the reality of your life. When you think people around you laugh at you about your dreams, at this point of time I would never say never get degraded, move on. Because people say ‘you dream too big’ to me, but I say ‘you dream too small’ to them. This makes them to stay shut, and they won't butt in your dreams again.

“The price of success is hard work, dedication to the job at hand, and determination that whether we win or lose, we have applied best of ourselves to the task at hand.”

By: Yash Roy, B. tech (CMR college).

POLITICS IN ALL FIELDS HINDERING THE TALENT

They say having talent is all that matters and you will win. being talented will help you shine and achieve your goal. How true is that? If being talented and having the right qualifications is all that matters then the standard of living and the quality of life in our country would be advancing. We are living in a world where more than talent and skills, money and advocacy matters.

In one word the term politics is found in every sector, every field from sports to education, education to business. If observed keenly politics is found in our day to day life. due to these politics in every filed, the students who have good knowledge are being suppressed and the opportunities are being diverted to students who have no knowledge of what they are doing. This doesn't end with the education, the same student would end up bagging a job with no knowledge and miserably fail to satisfy the job. The same goes with the sports players, the talented players who are capable of making our country proud are being restricted and ending their careers forcefully. Players who are not worthy are representing the country and we are recognized as zero to the world.

The talented faces of the world are moving to different countries for the recognition and opportunities and are helping the other countries prosper while we here are still allowing and adjusting to the politics happening in our country without raising the voice for justice. India is being called a developing country for 72 years and if politics continue to play their dirty tricks the same way and if we as the citizens of a nation continues to accept and not stand up for ourselves. India would remain a developing country for the upcoming years too.



-By: B. Chandrateja (Skyes company)

WOULD THE UNIVERSE STILL EXIST IF NO LIFE EXISTED TO OBSERVE IT?

The question we are here to answer is mildly morbid but deep since we are not among the intellectual few who could surmise terms like 'life', 'universe' and 'existence', all in the same sentence. 'Would there still be a universe if there was no life to observe it?'

Well, the most obvious answer you'd find if you Google the question is an in-depth understanding of universe and matter and something called 'quantum mechanics'. Like I said, we are not all Einsteins or physicists in general to comprehend such heavy stuff. Although, I will answer in a way most of us millenials think.

We live in a world where we observe, imbibe and articulate everything we see. Now try imagining yourself in outer space and life crumbles on the planet. Wait a while longer to see if the universe still continues. The answer would be yes. But the bigger question lies in the fact that it is being observed by you. If you didn't exist to observe it, there's technically no universe, period.

Now that I've explained the entire concept of quantum realm in the simplest terms, while I pat myself on the back, here is something interesting about the universe we so clearly know exists since we live it in. This universe was not built by man. It transformed and shaped itself into galaxies, solar systems and planets. There are stars, night and day skies and moons and black holes. Shouldn't that contradict your answer of 'No observation, No Universe'? See, the universe did exist even if there was no breathing, living thing to observe it.

Well, We can't all be 'Antman and the Wasp' to shrink in size, explore, understand and survive quantum realm, come on now.

However, we can live in our planet with surrounding life and mull over the universe and its existence while star gazing and appreciating its creation while we are still part of it. Also, if you do have a better answer to the question, do let me know,' cos, clearly Google was no help!!



HOW AN UNITED KERALA OVERCAME THE WORST FLOOD

It was the worst natural calamity the state has experienced in the living memory. More than 300 people are dead and lakhs of others had been displaced, living in relief camps, not knowing how and when they will return to their houses to lead a 'normal life'.

The losses in agriculture, infrastructure, tourism run into billions and will take the state at least few years to recover. But excluding these, there is a silver lining - as insane as it might sound to an outsider, the quick thinking and collective efforts have ensured minimal damage even during the worst natural calamity.

If one person deserves to be credited, it is the state chief minister Pinarayi Vijayan who initially, faced criticism for not visiting flood-hit areas, the CM proved his critics wrong by his fast and well thought out decisions. The Kerala chief minister on August 10th sought help of the Army, Navy, Air force, NDRF and Military Engineering Service to assist the state government in flood relief. Two days after this, when Home Minister Rajnath Singh visited Kerala to take stock of the flood situation, he called the floods "unprecedented" and he also announced an immediate relief package of Rs 100 crore against the Rs 1,220 crore Kerala had sought from the National Disaster Relief Fund (NDRF).

Kerala is lucky to have some truly inspirational bureaucrats who rose up to the occasion. A group of young IAS officers were at the forefront of every single effort made by the state. The young IAS officers used the power of social media to reach out to people, spread awareness and most importantly prevented the spread of fake news.

Social media as a tool

If there is one single lesson the world should learn from Kerala's flood is how to use social media. Popular social media applications like Facebook, Whatsapp, Instagram ; overnight became control rooms for disaster relief.

Social media was being used to spread information on DOs and DON'Ts for people returning to their homes after the flood waters receded.

The biggest thing that we have to learn from the people of Kerala is standing united at the time of crisis, facing it with all resources possible while taking care of one and all.

By: Krithika Thakur BBA 2nd year



#METOO



Me too - started as a movement years ago, has now turned into a revolution. I am sure we have all heard of MeToo at some point. Some relating to this bitter truth of the world while others merely watching it pour out of the social media platforms. A revolutionary movement as part of a campaign to promote "empowerment through empathy" among women of color who have experienced sexual abuse, particularly within underprivileged communities. MeToo spread like a wild fire about a year or so, greatly impelled by social media.

With social media playing a very tiny role in people's lives back in the day, metoo was a movement people barely heard about. As brutal a place as social media can be for such sensitive subjects, with time it has served as a pretty strong outlet for #MeToo to be heard everywhere. Voices from across the globe have poured in. Victims were made known that they weren't alone in their battle. It turned into a campaign, a community with victims fighting back and people from across the globe sending in support. The outbreak of the movement has made victims- irrespective of age, gender and race- aware of how their experiences are more common than they know and of their rights as individuals to fight against them in public and workplace.

#Metoo is a collective voice being heard wide and loud. Let us all join in our efforts, our voices, so the combined voice is clearer and louder in all parts of this world that could do with some change. Because change doesn't come about on its own. Because when there is no wind, you have to row.

EVENT MANAGEMENT

Many think event managers as wedding or concert planners but this field of management involves much more than that. Event management is the process of using business organization skills to envision, plan and execute social and business events.



Many companies use event management firms to coordinate their most important meetings and other events. An event manager will start planning an event by meeting clients and collecting information about the client's vision of the event and then the event manager and the client will develop the event budget.

They discuss the overall concept and theme. Once the budget is in place, the event manager will finalize the concept for the event, work to line up a location & vendors and obtain any necessary permissions, permit and insurance.

If the speakers are required for the event, the event management team will coordinate with the client to engage them. And if any other facility is required, such as parking and transportation, the team will also make arrangements for that as well.

The people who want to enter in the field of event management need Bachelor's degree. A successful event manager is a true person and has excellent organizational skills, interpersonal skills and multitasking skills. Some event-managers travel a lot while others focus on managing events in one geographical area.



By: K Sri Kirthi -1-MBA-A

SPORTS MORE OF A SCAM THAN A GAME

India is known for its rich culture and heritage. It has tremendous experience in different sporting activities such as athletics, cricket, shooting, hockey, chess, badminton, boxing, golf, kabaddi, wrestling, etc. Apart from this the country also has traditional sports such as boat racing, kushti, gilli-danda which helps us to be bind with the cultures and traditions which we come from but the most popular sport in our country is Cricket. This sport is played and loved by all age groups, from the grassroots right up to the international level. The game has given a platform and success to popular personalities like Sachin Tendulkar, Kapil Dev, Mahendra Singh Dhoni, Rahul Dravid, Sunil Gavaskar, Yuvraj Singh, Virat Kohli etc. The popularity was not only for the players in field but even to the coaches and commentators. Each and every individual tied up to the game got immense success.

Every story has a good side as well as a bad side to it, it's quite natural for a player to get carried away by the fame he gets and to end up doing something which he never planned to do but eventually gets in the trap of some bookies - some really smart players who are not in field but surely play being outside the field. Any cricketer found guilty for age fraud is to be barred for two years from all tournaments.

BCCI has decided to take strict action against the cricketers who are found guilty for manipulating their date of birth certificates while registering for the tournaments. It has dispatched that any cricketer found tampering with their dates of birth will not be eligible for participating in any of the tournaments for a period of two years. Actions like these help to get the right discipline amongst the players. It's true that there is a huge talent out there waiting for the right opportunity. But by taking the wrong paths to achieve something and with the wrong foundation, there can't be much achieved even though you come and rise. There would be some point in life when the truth would come out and your fame and respect would take a hit and people who look up to you and get inspired will lose their trust.

These age frauds are everlasting in junior cricket. The former India captain and also under 19 coach Rahul Dravid acknowledged this to be a major problem in Indian cricket. So he also welcomed the BCCI's decision to allow a player to compete only once in U-19 World Cup. One such incident which happened just few months back was when Mohammed Shami's wife alleged him of faking his age claiming that he cheated BCCI and other authorities. Generally these frauds are done to play in under 19 tournaments and play for a longer period of time. Hoping a sport it can be cricket, basketball, soccer should be taken more seriously by all means and play with passion that can make good impact on the next generations.

TALENT HUB



@Sagar



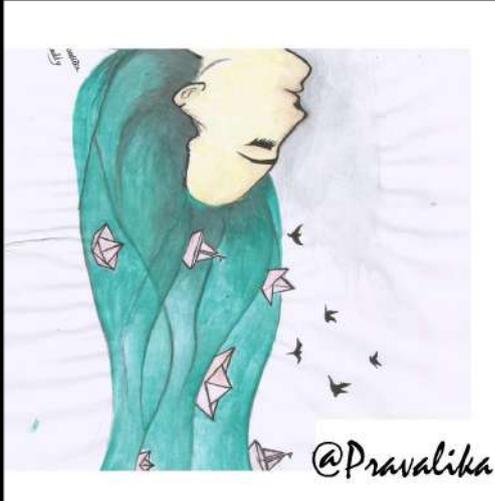
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@Zameer



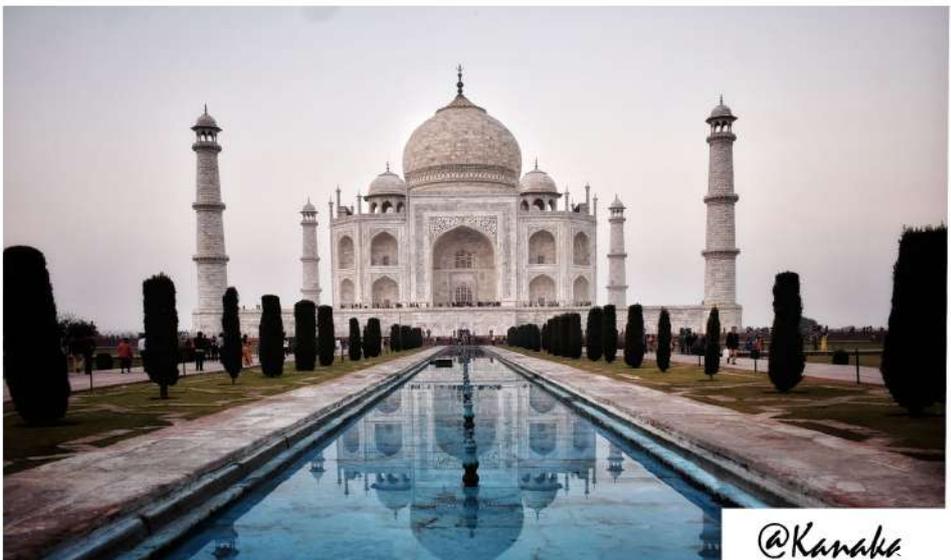
@Pravalika



@Lalitha



@Sanjay



@Kavaka



📍 BROOKLYN, NEW YORK

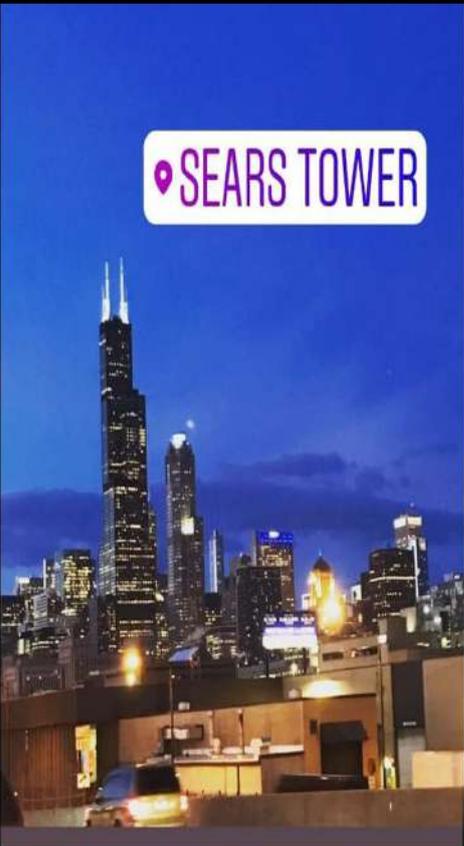


📍 ANDAMAN FOODS



📍 FROSTSTICKS

TRAVEL
EAT LIVE
REPEAT



📍 SEARS TOWER



📍 CATAWBA ISLAND



📍 HUBER & HOLLY



📍 MEXICAN FOOD RESTAURANT



📍 ERMAI FALLS



📍 MEXICO



Abhyas Club



Zilla Parishad High School @ Neredmet (to spread awareness about health, hygiene and sanitation)



NCC



Young manager 2017



Grace Orphanage



Grace Orphanage Students visit to our campus

