



MAR-KE-TING

/ˈmɑːkɪtɪŋ/

Noun

The art of commercialization



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Foreword

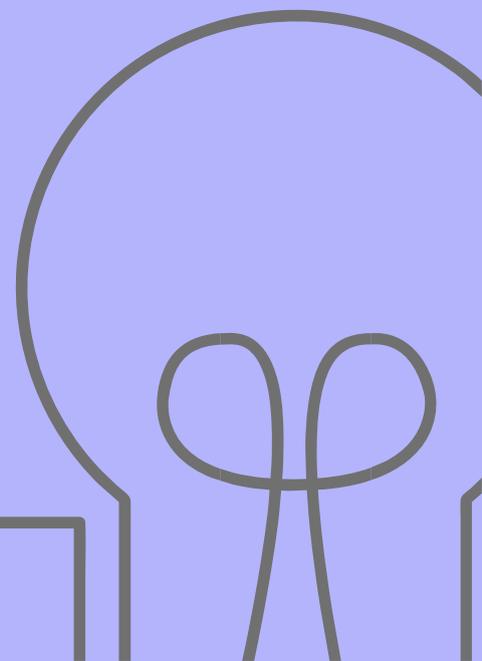
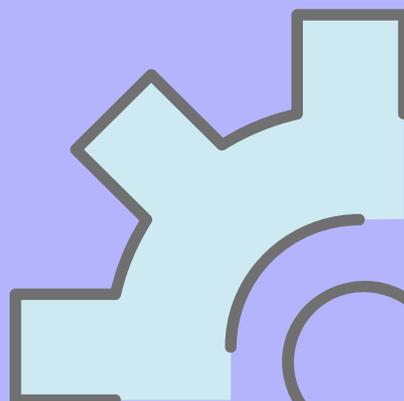
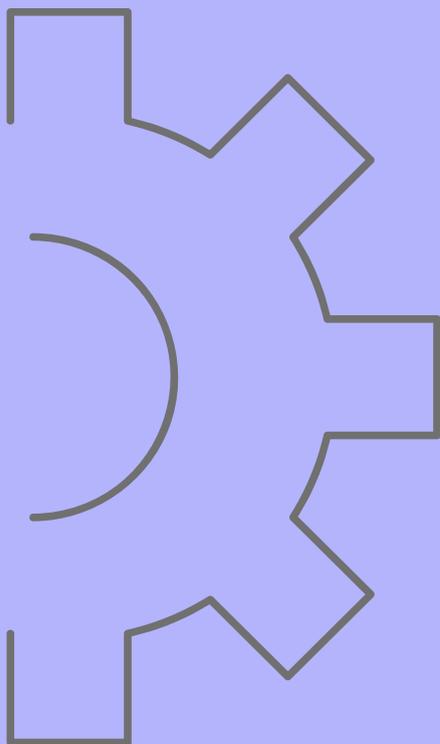
Marketing is one of several functional areas in a business that must be guided by a core company philosophy, while focusing on the exchanges that take place in external markets to maximize performance. The specific role of marketing is to provide assistance in identifying, satisfying, and retaining customers. If marketing consistently highlights a company's advantage over other alternative, consumers may become loyal to the point of selecting the brand by default. This edition focuses on co-authorship trends in the field of marketing and the issue of allocating authorship credit in multi-authored articles.

Marketing – Marketing refers to activities a company undertakes to promote the buying and selling of a product or service. Marketing includes advertising, selling and delivering products to consumers or other businesses. Here in this edition we discuss about advertising and shows how advertising makes major changes. And in this edition you will get to know how advertising helps us making our sales better. And we have some success story regarding marketing. And at the end we have creative and innovation section from our friends knowing how creative our friends are. And last we have comic regarding management which helps us understand better about the management.

MARKETING - AN OVERVIEW

The definition of marketing is as follows: “The action or business of promoting and selling products or services, including market research and advertising.”

There is an age old saying,



If the circus is coming to town and you paint a sign, that's Advertising.
If you put the sign on the back of an elephant and walk it into town,
that's Promotion.

If the elephant walks through the mayor's flower bed and the local
newspaper writes a story about it, that's Publicity. And if you get the
mayor to laugh about it, that's Public Relations.

If you show them all the entertainment booths, explain how much fun
they'll have, answer their questions, that's Sales.

And if you planned the whole thing then that's Marketing.

Marketing is what you say it is.

Branding is what they say it is.



K. Poojitha
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INFLUENCER MARKETING

Influencer marketing can be defined as “the action of promoting and selling products or services through people (influencers) who have the capacity to have an effect on the character or brand.”



With an understanding of the impact that influencer marketing can have on your business, a brand can use the steps listed above effectively and efficiently to reach their target audience on multiple social media platforms.

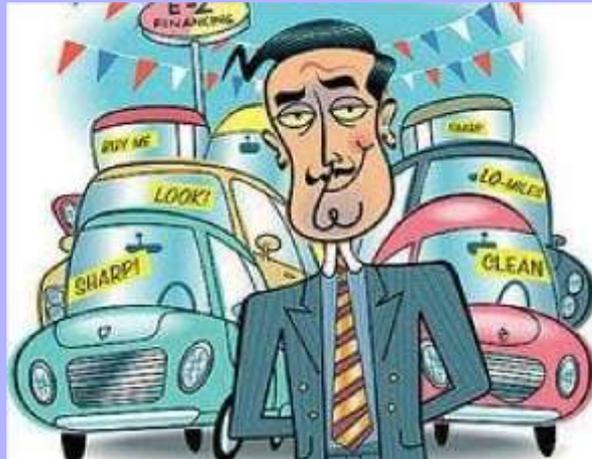
**-SakeenaAhmedi
BBA 1B**

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MISLEADING ADVERTISEMENTS

In the digital era, advertisements have become a very strong and impactful tool to persuade customers. The buying of products by customers is highly influenced by advertisements. We as customers go through advertisements everywhere it may be on roads, on TV, social media platforms, OTT platforms, magazines, etc., that is how we get the information about the availability of a product in the market. With the growing competition and trends in the market, the companies have started portraying false and misleading advertisements. These misleading advertisements harm the consumers as well as the companies. Misleading advertisements can take various forms like bait-and-switch, misleading photos or illustrations, price deception, etc. Consumers get different kinds of diseases by utilizing these products which are “said” to be useful. A few skincare products are said to give fairness which is attracting the consumers to

use such products because according to society fair skin tone is “beautiful”. Such advertisements have become a technique for companies to attract consumers to increase their sales as well as their revenues. These advertisements also affect a company and the company’s competitors as this leads to unhealthy competition because it creates a false hype about the product being sold. Such advertisements also cause a lot of problems to the employees of the company as these employees are sandwiched between the consumers and the company, the company would also lose their goodwill.



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The basic rights of the consumers, the right to information, the right to be protected from unsafe products, the right to choose, are violated through such advertisements. The consumers might also have financial, emotional, medical losses due to the falsely presented product and hence, these are considered unethical.

Let’s take an example of an advertisement, we have all watched the advertisement for RED BULL, it says “Red Bull gives you wings”, but is that practical and is that the right information about the product? No, it is not practical. Buyers who consume the product after watching the advertisement would lose their lives or get injured if they actually try flying and the company has to compensate for it, but money cannot bring back a life.



To sum up, companies should insist consumers to buy only those products which are not harmful to them and also help them identify misleading advertisements. We as consumers should inform the Advertisement Standards Council of India (ASCI) about such advertisements as they protect consumer interests and also regulate false advertisements. We should also be cautious and conduct intensive research before purchasing or consuming any product.

-Vishesh S Sahitya BBA 1B

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LOGO MARKETING

As children, we've all read picture books. They were vibrant, with a variety of forms and colors that drew us in. Many individuals would rather watch a movie or watch a television show than read a novel that is merely text. Why do you believe this is the case? Visual inputs or images, according to science, elicit emotions in humans. And if there's anything else, Emotion is what our brains want more than images. Emotions and the brain's processing of them cause us to feel, react, and live. We are constantly on the hunt for pictures since they inspire us. Emotions are contagious, and they foster a strong bond.

Companies, particularly those that are just getting started, require something to grab the attention of consumers in order to build their brand. This is where branding comes into play. A logo is a graphic representation or identification of a company that is a mark or symbol. It is an essential component of a company's success. Logos can be anything from a simple text to a symbol or a picture.

A company could choose a logo that represents what their brand stands for and what it's all about, such as Amazon's, which has an arrow going from the A to the Z, indicating that their website sells anything and everything.

A logo could also be a code, as in the case of the KFC logo. Colonel Sanders, the founder of KFC, is the old man in the picture. While preserving the distinguishing features of Colonel's face and accommodating the visual shifts of the fast-food industry, the company has maintained an outstandingly consistent visual identity. A logo could also be anything, such as the McDonalds logo, which consists solely of a yellow M.

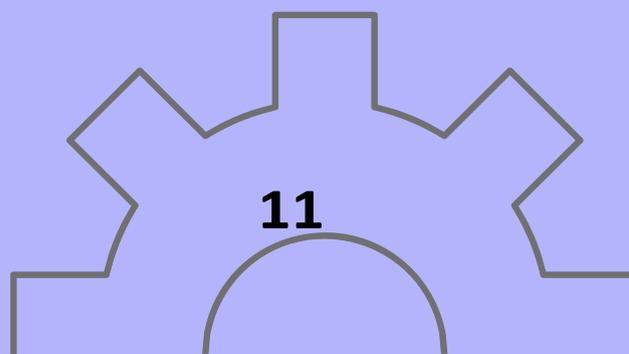
Overall, however, logo marketing is critical in the marketing process. Logos that are well-designed and well-thought-out will attract more customers, and some logos are also considered status symbols.

High-end designer brands such as Gucci and Louis Vuitton, for example, have their logos printed all over their clothes and other products, and while this may not seem ideal, people will still buy them because the logos represent wealth and style.

Some logos also contain hidden meanings. For example, Hyundai's logo appears to be a simple "H" representing the Hyundai brand. It is, however, a silhouette of two individuals shaking hands. The company and the customer are represented by this silhouette in a mutually beneficial agreement.

Finally, a company logo is a representation of your company's identity. It

establishes your company's first impression with customers. The best logos communicate the company's values to customers, build brand loyalty, and give letterhead vehicles a more professional appearance. So, if you decide to start a business in the future, make sure your logo is appealing. Because that is what will make your company stand out from the crowd.





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Advertisements promoting social issues

Advertising is something which we are exposed to from a young age and which can affect us in many different ways. Centered around the question “Does advertising improve society?” this volume explores the impact and issues of advertising and questions its social responsibility, with a focus on society. This article offers a broad view of the interaction between society and advertising, from an introduction to semiotic studies, exploring the use of gender stereotypes to the employment of brand placement as a new form of product promotion. Advertisements are more than just a Marketing strategy now. While social advertising campaigns are often successful in raising awareness, they are typically unsuccessful in producing long-term behavior

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change of the type and often face back lash or criticism from the public.

Ad campaigns centered on a social issue has always been a double-edged sword: the inevitable outcome of taking a side in any argument. An ideal case study of this is Red Bull's 2013 campaign which expressed its support for same sex marriage; a move that earned the company widespread applause but also provoked resistance from more conservative consumers and One can remember a similar allegation, almost unanimously, against Pepsi's 2017 "Live for Now Moments Anthem" campaign. It came at a moment when whole United States was charged up with protests against Trump's "Muslim ban" and the continuing "Black Lives Matter" movement. Pepsi eventually had to pull the ad after facing a huge uproar across the board.

Now this isn't to say, by any means, that there is no success story of brands standing for social causes. P&G received universal acclaim for its "Like a Girl" and "We see equal" campaigns promoting empowerment of women and girls and one more example is Akshay Kumar's advertisement which urges public to stop smoking cigarettes and instead use that amount to solve some other social issue and there are some brands which promotes social and communal harmony through their ads for instance Tanishq jewelers advertised about how a Muslim family celebrates the festival of Hindu family with harmony. And we see a similar message in Surf Excel's Holi Special ad 'Rang Laaye Sang' (colors bring us together) featuring two kids - a young Hindu girl and a Muslim boy. The girl, dressed in a white t-shirt, chooses to get stained in Holi colors to protect her Muslim friend who has to go to a nearby mosque.



The question often asked is that Is it important to be aware of the social issue? And the answer is yes, social awareness helps people in accepting each other and be empathetic and understanding towards different cultures and races, it helps in improving social skills by interacting with people from diverse backgrounds. And Advertisements serve as the best source of communication to the masses. It also shows us how the brands are stepping away from conventional ideas of advertising and are being inclusive and are really trying to bring a change in the society through their thoughtful ideas.

- Pranay shah

SOCIAL MEDIA MARKETING



Social Media Marketing is a powerful way for businesses of all sizes to reach customers. Social Media Marketing or SMM is a form of internet marketing that involves creating and sharing content on social media networks to achieve your marketing and branding goals. Social Media Marketing is all about connecting with your audience or customers and helping them understand your brand better.

It is incredibly beneficial to your business growth.

Today's consumers rush to browse social media when they want to know more about an organization or product because that's where they'll find others talking about that business. Social media is the right place for brands looking to gain insights into their customer's interests and tastes. The way experts see it, smart companies will continue to invest in social media to achieve sustainable business growth. Whether you want to launch a new product or a business, social media is the perfect launchpad to create a buzz around your initiatives. In an increasingly competitive environment, any business cannot afford to miss out on social media. The concept of social media marketing has evolved over the years. A few years ago, the purpose of social media channels was to generate website traffic. Today, it has developed into something more than just a place to broadcast content. It includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising. Marketers target influential people, referred to as influencers, on social media who are recognized as being opinion leaders and opinion-formers to send messages to their target audiences and amplify the impact of their message. There are various things to consider before publishing something on social media which gives us a bigger picture. That is, to think about your social media strategy, on which social media platforms to focus on and what type of content do you want to share. Tracking what your competitors are up to should be a key part of your social media marketing strategy. There are various social media platforms like Facebook, Instagram, Twitter, Pinterest, YouTube, etc., but when starting it's better to pick a platform that most of the target audience is on, for instance, Instagram than to be on all platforms.

future customers. As business and social media following grow, conversations about your brand will increase. People will comment on your posts, tag you in their social media posts or message you directly. As you publish content, you will want to know how your social media marketing is performing or are you reaching more audience than last month. The social media platforms themselves provide a basic level of such information. When you have more funds to grow your social media marketing, an area that you can consider is social media advertising.

Social media ads allow you to reach a wider audience than those following you based on their demographics, interests, behaviours and more. Let us take an example of a food delivery service that grew its audience in the past years using social media marketing. Zomato was a start-up founded in Delhi, now headquartered in Gurgaon, July 2008. It initially started as a food review website and gradually turned into the best food delivery service in operation in India. Zomato surely has an effective marketing strategy to power the brand, which has reigned in the successful home. The target customers for Zomato usually range between 13-35 years, and therefore the brand must work hard in its social media marketing and Zomato puts in the extra effort on creating unique social media ads and other engaging posts to stay connected. As most of our social media platforms remain full of memes, Zomato has wielded the meme marketing strategy successfully to its benefit. Zomato trusts its memes so much that even the brand's Instagram bio states, "cool brand posting lit memes to stay relevant." It posts funny content on trendy topics that amuses the audience and drives them to order food at the same time.

Among many, one of the classic examples of Zomato's unique voice on Twitter and other social media platforms was when the brand posted the ground-breaking Tweet that said: "Guys, Kabhi Kabhi Ghar ka khana bhi Kha lena chaiye". Traditional marketers would quickly stand against such a stance but Zomato rather used reverse psychology to its benefit which garnered a loud and unique response from all. The timing that the brand chose for the tweet was bang on because it was during the ICC World Cup 2019 when it was customary for most of us to order food from restaurants. Social Media Marketing allows companies to engage with existing customers and reach new ones as they promote their culture, mission. There is no better growth strategy for your business than social media marketing that is incorporated with a killer influencer marketing strategy. It's important to build your presence on at least a few of them, be where your audience is and stay up-to-date with all the latest trends and technologies to succeed.

K. Haindavi
BBA IA



Reality shows and Marketing

Today, in the age of Information and Technology, we have options to view and consume so many different types of content which all have their own unique features. There are vlogs, TV shows, OTT platforms, regional visual media apps, etc. But, all these options were made available to us this decade. 10 years ago, the only source of visual medium was the television. And about that same time, there was one genre which everyone used to gossip about for months together. And that genre was Reality TV Shows.

Reality shows are a genre of programming which documents supposedly unscripted real life situations and often features an unknown cast of individuals who are typically not professional actors or



performers. It is not to be confused with the concept of documentary television. In Reality shows, the focus tends to be on drama, personal conflict and entertainment rather than educating the viewers.

The first reality show brought together strangers and recorded their interactions which later exploded as a phenomenon in the late 1990s and early 2000s. With the global success of the series (such as Survivor, Idols and Big Brother), several reality shows became global franchises spanning local versions in dozens of countries. Simply put, these shows are just about normal people in abnormal environments which are custom made for maximum drama. And this is exactly why, you just can't look away from such content!

However, several shows were criticized as “manufactured reality”, “Scripted emotions”, “not children friendly”, etc. And yet, these shows never lost their ratings. There are several factors for this.

Some of them are:

Wish Fulfillment – Even if you watch any sub-genre of these shows (like romance, talent, game show, and sitcom), all of them sell a common idea. The idea of a normal working person who wishes to get great levels of fame and money in life is achievable. The classic rags to riches story. At the end of most of these shows, there is usually a huge cash prize which motivates the contestants to do anything to get that prize money.

Relatability- All the contestants are mostly normal people who are selected through auditions. They are there to represent the common people. And as any common person, they have their own unique personality, strengths and weaknesses. Interestingly, these shows mostly showcase the gossips or the flaws among the contestants which is satisfying to watch for the average viewer. In some shows, even celebrities are contestants. These give a sneak peek into the daily lives of these celebrities, which often shows us that even they are normal people going about their tasks and daily life. It's also just not about the potential of simple people to turn to celebrities but also, celebrities being simple people economical for the creators- Whether we believe it or not, some reality shows have a higher rate of return on investment than some major movie releases. There are a couple of reasons for it. The price to pay for the talent is quite inexpensive compared to the rates charged by any influencer or celebrity. The production costs are quite less. It's logistically and economically much easier to place and promote products in these shows which results in a major amount of revenue.

Coming back to 2020, the market share of reality shows has surely reduced for the reason that there are many sources to consume entertainment apart from television and much more genres compared to a decade ago.

Many influencers and celebrities such as Logan Paul, David Doberik and Liza Koshy have their own personal brand and offer similar entertaining content to that of reality shows. Back then, mainstream reality shows on television never had to market itself much as it never had a tough competition except for the rivaling reality shows telecast by other channels. Now, as the world has changed from what we know a decade ago, this genre of media has definitely adapted some innovative strategies and developed new marketing campaigns to stop them from becoming an obsolete genre. They have started introducing celebrity hosts, popular influencers as contestants, better production sets and their slot for prime time television, which is 9 pm to 10 pm.

In spite of reality shows receiving a lot of criticism and negative tags, it has clearly made an impact on the average audience member or the viewer and it is not going anywhere else.

-Pranava A B

BBA-IA.

GROWTH MARKETING

The digital product marketing world is one of seemingly constant change. Strategies that work one day may be less effective the next. They are replaced with new tools, new applications, and new users. It's easy to get overwhelmed by all this flux, but there's another way to think about it.

Growth marketing is the process of using data gained through marketing campaigns and experimentation to drive growth. It can help you anticipate change and plan your strategies to make constant improvements. Growth marketing shortens the cycles of innovation rather than relying on extended efforts. The "growth" in growth marketing can be adding more users, boosting revenue, or even gaining name recognition.

The key is to start small and get some information on what marketing efforts are most effective and then, focusing your efforts on the channels that the data supports. Later, you can determine your marketing budget to devote to those efforts. Growth marketers are always analyzing data and feedback on what's working and what isn't. They're attempting to understand what benefits users and keeps them coming back. Growth marketing transforms the traditional "make a product, then market it" pathway into "make, then market, then analyse, then remake, then remarket."



The Goals of Growth Marketing: The overarching goals of growth marketing are common goals for any business are • Retain existing customers • Acquire new customers • Increase profits.

You all must be familiar with the company Dropbox and for those of you who don't know what Dropbox is, Dropbox is a file hosting service that offers cloud storage, personal cloud, and client software.

Dropbox offers one of the best examples of turning referrals into a powerful growth marketing strategy. Instead of rewarding users with financial incentives, the company offered storage space in return for introducing them to new users.



For every “friend” existing users introduce to Dropbox, they would receive an extra 500MB of free storage with a total limit of 16GB. This meant that users signed up to the free version of Dropbox could earn up to 16GB of free storage space compared to the default 2GB limit. The referral program was so successful that it drove 3900% in the span of just 15 months.

Growth marketing is responsive. You don’t assume that the same kind of advertising or content will work forever. Instead, you keep trying new things based on the feedback that both analytics and customer surveys tell you. There’s creativity in it, but it’s creative problem solving, not

random chance. A good growth marketing team views everything that goes on in your company with a marketing mind-set. Look out for opportunities to leverage feedback and data. Take every opportunity to revisit your marketing plan, tweaking it for better and faster growth.

-Ibrahim Fakkad
BBA 1A



MARKETING SUCCESS STORY KYLIE



Kylie Jenner, one of the most celebrated names of the century who is so popular among the millennial generation, does have her own reason to be called "The Youngest Self-made Billionaire" in

So how did it all begin? The start comes from her debut in the reality show, "Keeping up with the Kardashians" only when she was just ten years old and even now after a decade Kylie successfully stands to be the youngest member of the family to earn the highest among the rest.

JENNER

the world.

But her original success story started when she decided to launch her own cosmetics range in November of 2015 with Kylie lip kits. Given her social background her launch proved to be immensely successful overnight even though her product was priced at a swooping rate of \$29 for a lipstick and a lip liner, and over just six weeks of the launch, Kylie cosmetics sold up to \$54.5 million which is considerably huge. Initially her working empire consisted of seven full-time and five part-time employees who manufactured and packaged the products to a private label company and all the profits incurred was directly making way to Kylie's pockets. She sold her products online and it was heavily influenced by her social media posts and pictures.

Later her brand was fueled by Ulta Expansions who had 1000+ stores all over the nation(California) which helped her cover a huge number of customers. This partnership gave Kylie cosmetics a jump of 9% increase in revenue which is estimated to be a \$360 million achievement.

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In 2016 after she relabeled her brand to Kylie cosmetics as of now, the sales continued to roar high making a report of \$19 million in a single day. Forbes estimates made Jenner's company worth \$900 million which made her the world's youngest self-made millionaire at the age of just 21 years which was even younger as compared to that of Mark Zuckerberg who was himself 23 years old when he hit the ten-figure mark.



Exactly four years after the launch of Kylie cosmetics Jenner sold 51% of her beauty business to the CoverGirl owner Coty for a \$1.2 billion deal. As a result, this was done because the company decided to launch many more products and sell them in many more countries around the world.

Her collaborations with other companies have given her immense reach and made her beauty brand standout amongst the rest. Kylie admits that this wouldn't have been possible without constant support from her existing framework. Also one of the best goals of her company is to create awareness about changing climatic conditions and how she extends her support to help it get under control through her contributions by sharing a percentage of her profits for wellness of the world.

Kylie Jenner herself portrays a perfect example of a marketing success story through her accomplishments over the years in the fierce marketing world amongst heavy competitors and proved to be a triumph.

- Soumya Theodora
BBA-2 B

News Through Advertisement

Advertising is a technique through which products, services and opinions are brought into the attention of potential customers with the use of an available media, to make them aware of the possible advantages acquired by owning the described utility and a stimulating response is created within the viewers that can favor the advertiser. The mediums of advertising are:-

- Outdoor Advertising – Billboards and banners, kiosks etc
- Broadcast Advertising – Television, Radio etc
- Print Advertising – Newspapers, newsletters, magazines etc
- Digital Advertising – Social Media ,podcasts etc

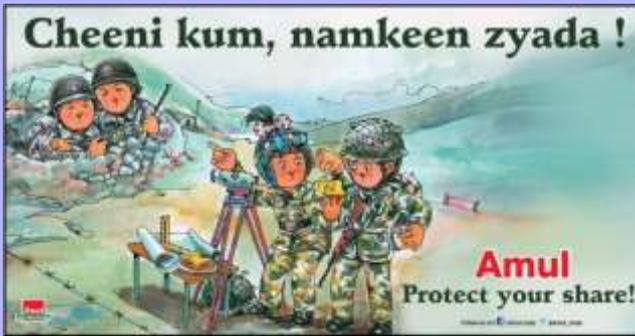
Major milestones and evolution of advertising can be said to occur with the emergence of the printing press following the huge impact of television and it finally blew up creatively when the World Wide Web was introduced. Advertisements not only carry information about the products being advertised, it can also display a valuable characteristic or an upcoming trend making it feel relatable to the viewer.

News based advertising is also a new trend and can be described as one where an advertisement is camouflaged as a news article. For Instance, if a company wanted to promote a brand of cereal as a healthy breakfast option, they would get an article written with the title “ 5 healthy breakfast options” wherein they would list 4 other options which are already accepted by the public and then add their brand to the list as well.

News based advertising can be observed where corporations sponsor content that is shared with users and intended to influence their decisions. It is because of online advertising that has reached a saturation point. The situation is so severe that the pay per click model is almost irrelevant. Less than 0.2% of people that view an online advertisement actually click it. Therefore, there is a serious lack of trust between consumers that view online advertisements and companies that sponsor them. This is leading to the downfall of earnings made through online advertisements. Companies like Buzzfeed have come into existence and have brought along the news based advertising model. Consumers tend to engage a lot more with such content. Not only do they read the content avidly, but, they also share the content on social media giving it their stamp of approval. The method has become so effective that traditional media companies like Time Inc have also created special teams to meet the demands of their clients.

Apart from news based advertising, news can be carried through advertisements where general information and news are conveyed in a short form by promoting the brand.

Some examples of this are:-



butter

1) Amul butter :- Amul butter is a product used in almost every household where we can observe a comical representation of an ongoing topic in a way which promotes the

2) Dettol :- Dettol is a brand known for maintaining cleanliness and hygiene and boasts of a line of products like soaps, disinfectants, hand washes etc.

Advertisements featuring Dettol describe the sources from where infections originate and provides preventive measures to maintain a good health by proving why their product is to be considered for

optimum result.



3) CoinswitchKuber :- In a generation where people are more concerned about their personal finances, CoinswitchKuber is a platform where one can purchase or sell crypto currencies and is promoted by Influencers explaining the advantages of owning crypto currency and describing why it has the most userfriendly interface.



-KrishnaprasadNairT(BBA2-B)

Tarak Mehta Ka Ooltah Chashmah

We usually watch sitcoms or web series for entertainment, but have we ever considered them from a management or business perspective? Many of us haven't considered it in that light because we're too busy laughing and enjoying ourselves while watching it. So, let's take a look at how these sitcoms and web series are managed.

Taarak Mehta Ka Ooltah Chashmah is a popular show that we are all familiar with. It's a Hindi sitcom based on Taarak Mehta's weekly Chitralakha magazine column "Duniya Ne Undha

Chasma." Asit Kumarr Modi is the director and producer. It premiered on Sony SAB on July 28, 2008, and is currently airing. The show holds the Guinness World Record for the longest-running Indian daily sitcom on television by episode count.

Looking at the show's management, it has been designed in such a way that it is cost effective because it uses a very limited set, i.e., they only show a society and two shops that are constant, which keeps viewers interested in the show because the set is not changed frequently. Because the show revolves solely around a society, it is able to make full use of all of its resources. Not only that, but it also manages to cut costs when it comes to their actors' costumes, as they are not custom-made and are casual wear. This sitcom also has more characters than other web series or comics because they use a simple set instead of a grand or a huge one, which saves money and allows the actors to be paid.

To summarise, we can see that this show is not only for entertainment, but also from a management standpoint, as it is very cost effective and wellplanned. This satisfies the nature of management, which is to achieve the show's goals while also ensuring the actors' careers are fulfilled. This show has taught us a lot of societal morals over the years, and as a result, it

has touched the hearts of all viewers and has been named the best show every year.



Aparna
BBA 1st year

By
Nafisa
Vishesh
Taruni

Riddles

1. I am a drink created using leftovers of leftovers, who am I?
2. The tallest freestanding structure in the world was created by me, Who am I?
3. Your mom would probably throw you out of the house if you lose me, I am the greatest invention of 20C who am I?
4. We made ice-cream out of a bucket of ketchup who are we?
5. The result of corporativemovement in 1946 led to my production, who am I?
6. Once you enter into me, you spend hours trying to find your way out, eventually getting tired and bankrupt. Who am I?
7. We sell those that aren't glasses, they do come as a pair, they often have laces, who am I?



Creative & Innovation

ASTEL.CO - KRITHIKA ARAKALA

Astel is a small business which provides aesthetic mirrors, healing stones and a variety of customizable gifts. I came up with this new brand last year and lauched it on 26th September 2020.

If I'm being candid with you, there is no story as to what exactly inspired me. Astel is basically the outcome of me getting creative and surviving the pandemic.

Initially when I came up with this idea I was very unsure and sceptical if it would work or not, but my family and friends pushed to me try and gave me the confidence I needed. I remember going through a mix of excitement and nerves, and the question would anyone buy my products? But, it was amazing and has been a wonderful journey from hardly getting any order to now completing more than 800+ order in a year from all over India.

I began with researching for the availability of sources, spent hours behind coming up with a social media strategy like building up a cohesive theme for my page and planning my instagram content.

I still don't know how to continue it in my future along with my studies but this doesn't mean Astel will lose its existence. It will surely be on higher heights, I know I will make it happen.

And if you're a small business owner "Don't give up! I know there might be times where you feel demotivated and drained, in those times just give yourself a break, talk to your

friends, family and stand back up,
YOU GOT THIS"



Krithika Arakala
BBA 3B

Nationals in Yoga - Purba Nath

I started practicing yoga over 4-5 years ago, I'm a self taught Yogini. There are many changes that I have observed. Well, I can say that my life has transformed since I started practicing Yoga... Yoga added the beautiful aspect to my life. I was more stable both physically and mentally. I am more flexible in body and mind. In short, Yoga helped me move from Reaction to Conscious Response.

It's been 2 years that I have started Teaching Yoga.

This year, I began teaching more classes than ever before. It still doesn't feel like "work" - I absolutely love it. But I have gotten away from my own personal practice. It's been weeks since I got on the mat just for me.

The reason behind teaching is that I'm passionate about yoga teaching and want to spread Knowledge about Yoga All over

Instagram Id: @ yoga_with_purba



Purba Nath
BBA-3B
Nationals in Yoga.

ART - Rishi Bhattacharjee

In my opinion, Nature as a whole is the greatest artist in the entire world. Anyone can get inspired by the nature around them if they just observe and find what ticks that artist within them. In my case, I like remembering a scene that I have seen and experienced and adding my own little touches that make that memory/moment just a little bit more special. Anyone can take a photo and recall that moment as a memory but for me, adding my touches to that scene through my drawings allows me to relive that very moment and explore different possibilities that could and can happen at that very moment. Anyone can get into art as it all boils down to the perspective through which you are looking at.

Instagram ID: @_artbyshades



**Rishi Bhattacharjee BBA-3B
Art.**

GYM - Oscar Joseph

**At first becoming a gym trainer was a road full of doubts, losses and lack motivation. Later as I started becoming more active in my liking towards Health and Fitness it was a cake walk for me.
Instagram ID:- @Joe_oscarr**



Joseph Oscar
BBA 1st year
Gym

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MANAGEMENT LESSONS FROM Pokémon

