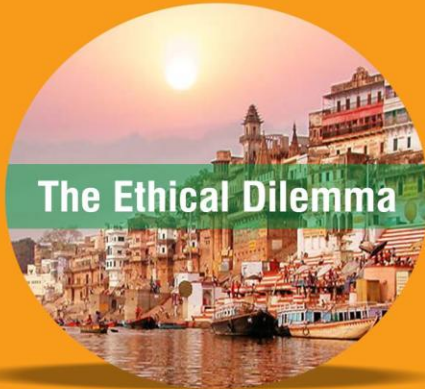


Harmony

Indian Ethos

वसुधैव
कुटुम्बकम्



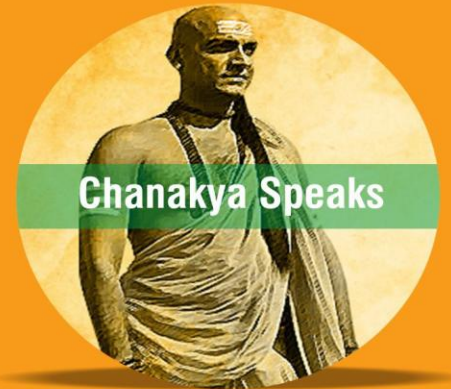
The Ethical Dilemma

Ethical Dilemma
It is of great importance that
how Indian Culture has
contributed to the management



Indian Ethos

In a country like India which is
full of varied thinking and
different religious beliefs



Chanakya Speaks

A scholar of unparalleled wisdom,
Chanakya, is known to the
world as an ancient Indian
philosopher

FROM THE DESK OF FOUNDER

“Success is not a matter of chances.....it’s a matter of choices”



We all are ordained to make choices and those choices principally rule our performance. We continually face challenges in life but how we view them defines us. I am most fortunate that our college is a pool of so many motivated people who make motivated decisions to prepare a knowledgeable workforce which is best fit to deal with the harsh realities of life and convert each challenge as a stepping stone for themselves.

BVIMR fosters a holistic culture that values the individuality of each student, hone their academic skills, fine-tune their aesthetic sense and encourage them explore and revel the joy of learning.

It is a place where we celebrate youth and excellence and attempt to imbibe a sense of social responsibility, human values and concern for environment in the youth. We at BVIMR strive to train our students to make them excellent Managers, Thinkers, Innovators and Leaders of the society and also help them mould themselves into better human beings.

It gives me immense pleasure to learn that BVIMR is bringing out yet another issue of the annual magazine, HARMONY which is an innovative piece of work that stands out to reveal those investigative journalists, poets, creative writers and thinkers that BVIMR houses. It is one such collection of ideas and perspectives on different issues contributed by the students and the faculty. Each edition is a platform of literacy, art, wit and imaginative skills of our students.

I congratulate the Director and the editorial board for unleashing the hidden potential of the students and making the magazine a Success.

DR. PATANGRAO KADAM

VICE CHANCELLOR'S COMMUNIQUE

“Teaching kids to count is fine, but teaching them what counts is the best.” - Bob Talber



Like plants in the garden, the character traits that grow strong and productive will be those that are fed, watered and weeded regularly.

Human being, the crown of the cosmos, is the superb creation of the Almighty. Human life, however, is no less complex and throws many challenges every day. In the Mahabharata of life, good (Pandavas) and evil (Kauravas) have their constant encounters. In order to ensure the victory of the good we have to learn to listen to the inner voice (Krishna, the Charioteer), which is possible only if we constantly check our thoughts, strengthen our strengths, and weed out our weaknesses. This can make our garden of life beautiful.

My dear students, this is what we endeavor to teach you at BVIMR. The environment at BVIMR is intellectually challenging and rewarding. It focuses on honing the student's ability, self-confidence and the desire to go on learning for the rest of their life and to cope up with new situations. Our aim is to inspire young people of diverse backgrounds to think critically and to instill in them the capacity for both independent and collaborative work. The institute seeks to develop in our students the technical expertise, management abilities and professional versatility required in today's knowledge based economy.

To all the BVIMR ians I say “You are a promise, you are our future. Grow into beautiful human beings, so that you are able to revel in real happiness and peace of mind.” Also I congratulate the staff and the student editorial team for their brilliant and original efforts. My blessings with you all.

DR. SHIVAJIRAO KADAM

MESSAGE BY SECRETARY

**“Success or Achievement is not the final Goal;
it is the spirit in which you act that puts the seal of beauty upon it.”**



Aspirations and ambitions are every individual's necessity. All the progress that the world has seen has been born initially out of necessity! Let us learn to differentiate between need and greed. Any aspiration which is a distorted form of greed needs to be checked! How do you differentiate? The test is very simple. It fulfills requirements of others' too, but greed limits to oneself only. It is self-centric. It can also influence to take shortcuts to achieve your targets.

Dear students, you must remember that there are no shortcuts to success and neither do we at BVIMR encourage you to resort to easy ways. What comes easy goes easy. It is only in the dictionary where success comes before work! Let the time decide when you deserve success as rightly quoted "god give me what I deserve; not what I desire."

May god bless you all!

DR. VISHWAJEET KADAM

FROM THE DIRECTOR'S DESK

**“It is not the Aptitude, but the Attitude
that decides the Altitude of a person”**



The complexities of the mind with relation to the external environment have robbed the individual to perceive situations and people with a positive outlook, which is the inherent nature of a child but gets clouded as he grows.

There are two sides to every story. There is literally a silver lining (no matter how obscure) to every cloud in the sky. But the young minds need to be taught to look for that silver lining. It comes naturally to some, and to some, it is extremely difficult. But any loving parent, or a special teacher, can make all the difference in the life of a young mind. I strongly believe that there are so

many valuable teaching/learning moments in any given day. Every moment you spend with a child, is an opportunity, and learning is always occurring. Your behavior, your reactions and responses are your teaching tools, and those tools speak much louder than words.

Positive thinking begins as a seed of hope planted in the mind of a child in formative years. EVERY CHILD MATTERS, and he or she can change the world! The world which we always dream of and discuss, the world where the mind is without fear and the head is held high, and isled forward into ever widening stream of thought and action.

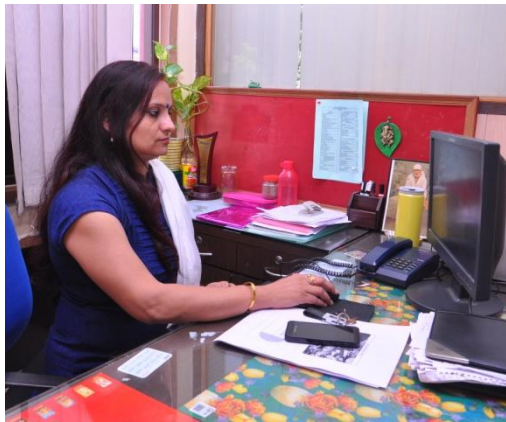
I wish BVIMR becomes a torch bearer in the crusade for creating a better, loving and harmonious world.

My best wishes to all!

DR. VIKAS NATH

EDITOR'S NOTE

“We change for the better”



On the road to growth and development, “many milestones of change” is a constant. The existence of human race itself is an evidence for the need to adapt to the changes around. In this regard, the famous philosopher Cowley said, “The world is a scene of changes. To be constant in nature is inconsistency.”

Today is not like yesterday, and it would never be the same tomorrow. We ourselves change, then how can our work and thoughts, which are supposed to be the fittest, continue to be the same?

And therefore, temples of modern education like BVIMR, bear upon their shoulders the responsibility to make their students aware of the happenings around and equip them to face the competitive world with confidence so that they do not send ‘SOS’(save our souls) signals when they face the storms in the ocean of life.

This edition of HARMONY is an epitome of Indian ethos. It is an attempt to connect you all with the Indian roots through creative and skillful expressions of art, poetry, language and literature. HARMONY 2017 will take you to a meaningful and a joyous learning ride to the world we always dream of. I hope that the efforts put in by the editorial team are worthy of your appreciation.

SEEMA CHAUDHARY

BHARATI VIDYAPEETH

BharatiVidyapeeth, the parent body of BharatiVidyapeeth University - Pune, was established in May, 1964 by Hon'ble Patangraoji Kadam with a clear objective of bringing about intellectual awakening and all round development of the young generation through dynamic education. BharatiVidyapeeth proudly boasts of having the privilege of 187 educational institutes of academic excellence under its wings, imparting education from pre-primary to research level. The credit for this spectacular achievement is due to the foresight and exceptional leadership of the founder Hon'ble Dr. Patangraoji Kadam.

BHARATI VIDYAPEETH UNIVERSITY – PUNE

In recognition of its academic excellence, Government of India granted the status of "Deemed to be University" on 26th April, 1996 to a cluster of 12 institutions of BharatiVidyapeeth. It is one of the few Universities which has under its umbrella, diverse disciplines such as Management, Medicine, Law, Engineering, Science, Arts, Commerce, Pharmacy, Architecture, and Social Work.

The academic and functional autonomy has empowered the University to be dynamic, innovative and progressive. The Association of Indian Universities has positioned it in the bracket of ten best universities in India and India Today has ranked it as one of the top 50 Universities in India. At present, there are 29 constituent units of higher learning under its fold.

BHARATI VIDYAPEETH UNIVERSITY INSTITUTE OF MANAGEMENT AND RESEARCH - NEW DELHI (BVIMR)

An '8' acres oasis in West Delhi - BharatiVidyapeeth University Institute of Management and Research (BVIMR) is the only Institute attached with Metro Station. BVIMR has fabulous architecture, lush verdant woods and landscape gardens, that provide an idyllic environment to engage in Management and IT studies. BVIMR boasts of a world class infrastructure, state of the art facilities with air-conditioned classrooms, library and hostels that facilitate excellence in teaching, research, consultation and professional activities.

Established in 1992, the institute has since then built world-class infrastructure, highly accomplished faculty and motivated students to emerge as one of the premier institutes for management education and research program. The MBA program of the institute is accredited by National Board of Accreditation (AICTE), it has excellent Industry Institute Partnership Cell called C.R.C., which has signed LOU/MOU with around 30 Corporate/Business Houses. It gives an added advantage of integrating classroom knowledge with practical experience. BVIMR is an ISO 9001:2008 Quality Management System and ISO 14001:2004 Environment Management System certified institute. It is ranked as one of

the "Top 50 B-Schools in India" and "Top 5 B-Schools in Delhi" by Business India, Business and Management Chronicle and Careers 360. The Institute is recently honoured with "B-School Leadership Award" by STAR NEWS.

The faculty members of the Institute are dedicated professionals with academic excellence and rich industrial experience. They submit themselves to a rigorous open, continuous process of appraisals and feedback from the students. This results in the faculty to fine tune their course contents from time to time. Independent committees, comprising of faculty/supporting staff/student body, play a role in the governance of the institute and assume ownership of collective decision.

VISION

To be a world class management institute for social transformation through dynamic education.

MISION

"Fostering a conducive learning eco-system for students, faculty and industry; germinating capable upright managers and entrepreneurs to contribute meaningfully to industry and society".

UNIQUE FEATURES

KNOWLEDGE RESOURCE CENTRE (LIBRARY)

The library houses more than 54,000 books and over 179 National and International journals and magazines. It is equipped with digital system via audio-visual facilities through video cassettes, tapes, CD-ROMs, VCDs, Internet connection and acts as academic resource for research work. It has an open access system for all faculty and students. The institute has the membership of American Council, British Council of India and CII (Confederation of Indian Industries). EBSCO (Online Journals), J-GATE (E-Journals), Delnet (Membership to Library Networks), Inflienet (Membership to Information and Library Network) and Prowess (Corporate Database) are the part of BVIMR's world class Digital Library.

INFORMATION RESOURCE CENTRE (COMPUTER LABS)

The Computer Centre at BVIMR has more than 400 computers with the latest configuration. The computer centre is professionally managed and equipped with three IBM XEON based servers ported with Windows 2003 Server and Redhat Linux Sever. The Computer Lab is also protected by Cyberoam Firewall against unauthorised intrusion of viruses and spyware. In addition to the general software it also has PROWESS (a corporate database) and SPSS. To add to the list, a Digital Library of 30 computers is also there. LCDs and Printer facility are available to faculty and students.

ENTERPRISE RESOURCE PLANNING (ERP)

ERP system at BVIMR also known as College Management System (CMS) is web based and can be accessed through www.bvimrcampus.com . It promotes learning among students and faculty by enabling collaborative work. This portal enables the students to access notices/circulars, assignments, syllabi, status of the books issued, time table and their current attendance status.

FOREIGN LANGUAGE

Students are given a unique opportunity to learn Foreign Language either French or German, to enable them to accept challenges in working with MNCs and facilitating their cross-cultural relations.

AUDITORIUM

BVIMR has a state-of-the-art Auditorium with more than 250 seating capacity. It has entrances, acoustic free stage system, fit for seminars and cultural events alike.

AMPHITHEATRE

Pride of the institute for its strategic location within the building, accommodates more than 290 persons.

IN-HOUSE MEDICAL FACILITY

BVIMR has provided in-House Medical Room and Doctor, keeping in view the health of students and staff. Doctor is available everyday and provides necessary medical help and guidance to all students and the staff members.

IN-HOUSE BANKING

BharatiSahakari Bank Ltd. is functioning within the BharatiVidyapeeth Educational Complex. The Bank handles various banking facilities with better rate of interest on deposits for the students and staff member of BharatiVidyapeeth.

SPORTS FACILITIES

Besides the playground with Cricket, Basketball, Volleyball and Badminton courts, there are provisions for indoor games, like Table Tennis, Carom and Chess. The students are motivated to spend their leisure time in all these games.

E-LEARNING MODULES

BVIMR has extended its academic horizons in association with ICICI Bank, which is offering more than 200 modules in banking and finance for the benefit of faculty and students. This flexible learning with on line test and guidance. The best students who are awarded this certificate will be considered for appointment at ICICI.

CLUBS

BVIMR provides ample opportunities to students to widen their horizons of learning & explore their areas of interest through special clubs like IT club, Finance club, Marketing club, HR club, and Social club, etc.

PSYCHOMETRIC LAB

This lab has started keeping in view the importance of knowing more about students so that their strengths and weakness can be identified and accordingly mentoring of them are done by faculty members.

Advisory Board

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(FOUNDER BHARATI VIDYAPEETH CHANCELLOR, BHARATI VIDYAPEETH DEEMED UNIVERSITY, PUNE)

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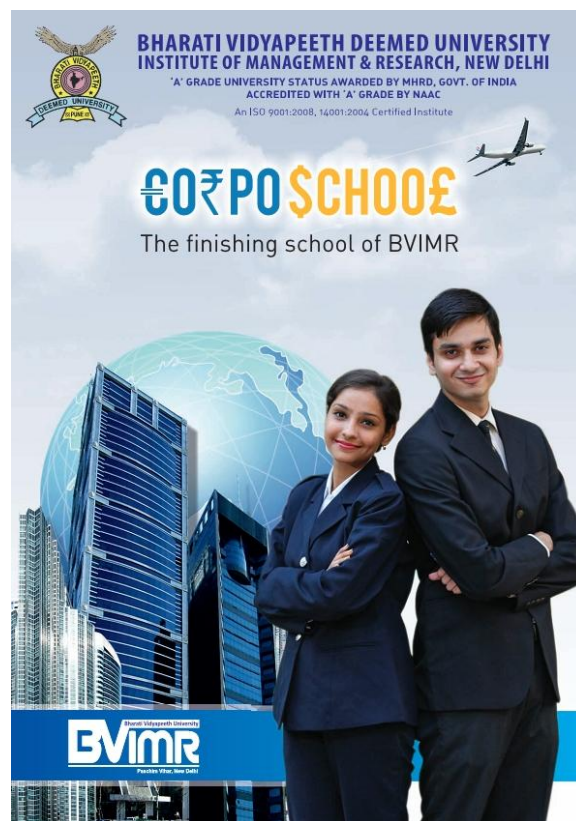
Mrs. Seema Chaudhary

STUDENTS EDITOR :

Chandrika Anand, Avneet Singh, Arushi Goel, Grusha Ghai, Sandeep Sarwara

CORPO SCHOOL

Corposchool is an unprecedented endeavor by Bharati Vidhya peeth Institute of Management and Research, (BVIMR), with a vision of enhancing and sharpening employability skills amongst management learners by imparting world-class business orientation for a sustained performance and career success.



Corposchool offers a pool of personality development programs aimed at sharpening the soft skill of students, thus equipping them to have the requisite armory to take on the professional warfare at a global level with a local approach.

Under the umbrella of Corposchool, CCPPT sessions are conducted, where Corporate Connect: Personal and Professional Skills (CCPPT) are merged in the academic sessions, aimed to sharpen the personal and

professional skills of our management students to enable them with the essential expertise on corporate code of conduct, business etiquette and self-awareness, to be smarter, dynamic, confident, assertive, and corporate ready. In a nutshell, the sessions are fine-tuned to groom learners to be good human beings and be successful in life. The training modules and workshops in collaboration with industry experts are designed on following topics:

- 1 : Soft skills (Assertiveness and Self-confidence)
- 2 : General Awareness
- 3 : Emotional Intelligence
- 4 : Corporate Etiquettes & Presentation Skills
- 5 : Communication Skills/Body language/Telephonic Etiquettes
- 6 : Life skills (Stress/Anger Management and Time Management)
- 7 : Mock Interview sessions
- 8 : Group Discussions/Personal Interviews
- 9 : Team work and Team Building
- 10 : Essential Know-How (Dining etiquette, Power Dressing, Nutrition and Health)
- 11 : Value of life (Spiritual wellbeing, Yoga sessions, values and ethics)



EDITOR'S NOTE



The subject itself is so vast and deep that many a books have been scripted on it. However, some aspects that are always there when Indian Value systems are deliberated in various forums, whether it be education, training, personal, professional, recreation and sports environs are noteworthy. It is 4 Cs, i.e. Care, Concern, Compassion and Coexistence that Indian ethos are synonymous with. And, it is here only in our Motherland, that one enjoys the liberty to practice and follow the religion/ faith as per one's origin. Our scriptures have loads and loads of instances and contexts that portray this very dynamic existence of Eco-system which in a nutshell, is a Convergence that is

akin to the concept of Global Village as is making circles in academic, corporate and diplomatic circles these days.

(Dr. Ajay Sahni)

Indian Ethos – How Does It Affect Us All?

In a country like India, which is full of varied thinking and different religious beliefs, we find a mix of people still somehow linked to each other... may it be because of our values, the spoon feeding which is done to us from our early childhood or because of the society we live in. This can be related to Indian ethos, which seems to be really different from the ethos followed in other countries and in minds of many are considered the best. Indian Ethos refers to the values and practises that the culture of India teaches us. These values and practises have been influenced by various strands of Indian philosophy. Indian ethos can be applied anywhere may it be our home, our workplace. These, in some way or other, try to shape our personalities and we learn a lot from these. According to our Bhartiya Sanskriti, the meanings of various ethos are-

1. Paropakaar Artham Idam Shareeram - The body is meant for serving others or for the higher common good.
2. Atmano Mokshartham Jagat Hitaya cha - Endeavors should be made considering the well-being of the world too, while considering the (spiritual) well-being of oneself.
3. Trikarana Shuddhi - To consider work as a means to grow oneself in 'Purity and Unity of Thought, Word and Deed'.
4. Yogah Karmashu Kaushalam, Samatvam Yoga Uchyate - He who works with a calm and even mind achieves the most.

There are still many instances but I found these to be the best to share. These not only seem pleasant to chant but can also be applied in our daily lives. One can feel the real sense of working if one follows such ethos. Our Indian Sanskriti is far different from others; if one wants to understand it he or she should

first understand our Indian Ethos. Let us take this ethos- Tesham Sukham Tesham Shanti Shaswati. It means that happiness and peace will come only to those who try to satisfy their inner needs or in other words where there will be happiness, eventually peace will be there. In Management, as a lesson from this ethos, we learn that we should try to maintain a balance between self and work life, then only we

can achieve happiness and peace. There is an old saying according to which the type of thinking we have for others automatically gets reflected in our personalities when we talk to them.

We stand apart from others because of our Indian Ethos. When I listen to our National anthem, it urges a sense of pride in being a part of this nation, a current flows through my nerves. In our country alone, 33 crore Gods and Goddesses are worshipped and we celebrate many festivals. This has only been made possible because we wanted it. So in my opinion I think it is not bad to keep a verse of these ethos maybe it can change us as a person, but yes still the choice is ours –harmony with Indian ethos or disharmony!

Rashika Sarna
MBA

INTERVIEW WITH NITHYA SHANTI



Nitya Shanti

HARMONY:

Having done your MBA from XLRI, Jamshedpur and also serving in the corporate sector, what made you take the path of spirituality? How did you undergo this transition?

Nithya:

“Well, actually it was never a transition for me. I was already interested in this field at very young age and was always inquisitive about asking questions like, “Should we really tell the truth or should we just do whatever we like?”; “Is saying truth that important in our lives?” I would read a lot and question a lot because every time I questioned, I would get a different set of answers from different people. What really helped me was when my mother took me for a meditation course that enabled me to experience some of these things and made me realize that all answers lie within, and not in the books and education. It was a very direct way of experiencing things and finding answers from within. I even created a small group during my MBA, to discuss and talk about topics like these. This paved the way of studying about inner being, practicing meditation, reading more about the same and I wanted to take this interest into profession where I could channelize this energy about life.

HARMONY:

Our MBA curriculum offers a subject of Soft Skills, in which we emphasize on the study of “we” as individuals, how to be an assertive personality, how to undertake SWOT analysis that will help us step into the corporate world and many more aspects which help us to polish ourselves professionally.

What is the one recommendation or tip you would like our students to inculcate in their daily lives to deal with problems of stress and how can we incorporate it in our subject?

Nithya:

“There are so many things one can say but, I think the main thing is to recognize that there exists a gap between stimulus (what’s happening to you) and response (how you do things to act). When the gap is very small, it is called ‘reaction’ i.e., if someone says something to you, you immediately get angry, happy or upset etc. However, if you tend to take a little longer, it is identified as ‘response’. It is often seen that in reactions, you become like a robot (act without thinking); whereas a response requires certain conscious effort to act.

Therefore, indulge in activities that help you increase this gap - may it be Yoga, meditation, chanting, going to natural places, reading and contemplating etc. and have an ability to be free in that moment of response. It is one of the big insights that we pause and connect with that present moment and from there our wisdom arises.”

HARMONY:

A very common question that keeps boggling in our mind is that our Indian education system and today’s global education curriculum have become a part of our education system but, Indian ethics are far from the education. Do you feel that this can be the reason for dominance of western culture and today’s youth is far from such blessing?

Nithya:

In today’s arena where dominance has so much prevailed of western culture, it is important to connect the youth with no doubt. Connection of Indian youth with Indian ethics can be made by those people who are good at story telling or can present the history of India in a beautiful manner. We cannot direct the youth by giving some mantra and say sit for long hours with your eyes closed and chant the same. First they have to inculcate a seed of the importance of Indian ethics and ethos in their daily life. This

can also be done with the help of showing them exciting videos of our brave guards like Shivaji, Prithvi Raj Chauhan etc. and make them realize that how blessed they are to be born in the Indian society. Some of the interesting books that one can be referred for the same are: Enlightening Tales by Swami Satchidananda and Who Ordered This Truckload of Dung? by Ajahn Brahm. These books actually contain short stories which are interesting as well as give a lot of learning.

HARMONY:

Which spiritual practises can become a part and parcel of our daily practises so that they can maximize our output and efficiency in doing the same?

Nithya:

It is important for every youth member of the society to take three things in practise and those are Gratitude, Compassion and Good Listening. Picking each term one by one, everyone first needs to take care of Gratitude. Every member of the society owes to society whether it is a natural resource or a human resource. Essence of gratitude should spread all around where acknowledgement at every step of emotional transaction should take place.

While we eat food, we should the express the feeling of gratitude towards God to thank him for such offerings, while going to bed one should thank God for helping us throughout the day for fighting with physical and emotional stress. Another term is compassion; in this we have to strictly understand that what we give to others, we will be getting in return. The perfect contribution that one element is giving is good listening. It is the precious tool that helps one to listen to the material and non-material facts of the speaker whether expressed verbally or non-verbally. "Hearing someone on the same frequency" can be quoted which means what the speaker is giving or wants another person to listen, he gets in the same way. This practise of good listening instills a sense of confidence and trust among the two persons. These are some of the ways that help us to be psychologically and physically fit to maximize their output and efficiency and form healthy relations among employees.

Varun Mittal

MBA

KNOW YOUR ORIGIN-DARSHAN ETHIC

Despite many researchers are still boggling their minds to find out the origin of human beings, nothing has come up in the basket. Fortunately, our Indian Ethics pave the way that has been proved as the sweet fruits of action since the land of Mother India is a land of great rishis who all have done extensive meditation to give the same. It is a beautiful opportunity to emphasize and enlighten the origin of human-beings which is normally seen from the scientific nature. Other side of the coin calls to dwell deep into the pages of Indian Ethics which has given a sound proof of the same. It seems that consensus of the opinion has been made by the great minds of the world, that we are the outcome and manifestation of an absolute condition, and are going forward, to return the absolute.

This being granted, the question is, which is better, the absolute or state? Earlier the notion was man after death remained the same; that all his good doings, minus evil deeds, remained forever. This implies that man's goal is this world carried a stage higher and with the elimination of the evils is the state they call heaven. But unfortunately, this concept is puerile. There is no possibility of good without evil, or evil without good. Another concept in the modern era has been presented which states that man's destiny is to go on improving, always struggling towards a goal, and never reaching it. This statement holds no validity because of the reason that there is no such thing as motion in a straight line. Although extraneous to the subject, I may remark that this idea explains the ethical theory that you must not hate, and must love, because, just as in case of electricity, or any other force, the modern theory is that power leaves the dynamo and completes the circle back to dynamo. So with all forces in nature; they must come back to source. Every hatred that goes out of our mind comes back with the full force or even a greater extent. If you love, that love will come back to you, completing the circuit. A perfect example is how the sun, moon and stars, are produced; then they dissolve, and go back to nebulae. The same is being done here, we all came from God, and we all are bound to go to God, call that God by any name you like; call him God or absolute or nature.

It is the need of us to introspect with utmost care and dear mind that we are an inevitable part of God that through the eight stages conceived by Patanjali rishi stating yam, niyam, aasan, pranayama, prayahar, Dhyana, Dharna, Samadhi. These are the eight steps of a ladder to connect with the source of our origin. Just like after a period of time the son holds all power that his father holds and becomes equivalent to him, these eight steps pave the way to realize human being with a deeper pace at every fore coming strength and he can hold such immense power as offering of the Almighty that God can give to him.

"Thou art our father, and wilt take us to other shore of this ocean of ignorance;" that is the science of religion: nothing else can be. -Swami Vivekananda

- Prerna Sharma
MBA

TEACHINGS BY LORD SHIVA

Hinduism views Lord Shiva as the personification of the Supreme Godhead or the absolute principle. That is why he is also worshipped in the form of Linga which symbolizes the source of all cosmos. Therefore, it is appropriate that Shiva is called Mahadev, the greatest of all Gods and in other words, the God of all Gods.

The word Mahadev literally means the biggest God or the superlative one who is second to none. The other meaning is also the leader of all Gods. Thus, the expression visualizes Shiva as the highest God in the hierarchy with the other Gods occurring in the various strata of the pyramid.

It is said that the whole universe came forth from the double drum sounded by Lord Shiva. Then Vishnu appears from him to take care of the creation. Then Brahma emanates from Vishnu's naval to continue the creation of the rest of the worlds. Thus, it is from Shiva that all the other gods came forth.

During the process of dissolution, Lord Brahma merges back into Lord Vishnu and Lord Vishnu merges back into Lord Shiva thus completing the cycle. Lord Shiva is alone without any second one during that time and found engaged in cosmic dance smearing the holy ash all over his body.

Lord Shiva is also known as Mahakaal, implying that he is beyond time and death, and also because Lord Shiva is believed to be existing before the beginning of time.

Following are some of the lessons we learn from Lord Shiva:

His Matted Hair Symbolism:

Unison of mind, body and spirit. Whether you want to focus better at work, study harder, concentrate better or just feel healthy, unison between your mind, body and spirit is the key to achieving anything. One of the greatest benefits of a peaceful mind is that it helps to release happy and calming hormones that keep anomalies - like damage due to oxidative stress, acidity, stomach aches, migraines, headaches and many other diseases - at bay. As an added bonus, it also improves your immunity.

Lesson: **Stay calm and simply smile away your sorrows.**

Third Eye Symbolism:

Seeing with the mind's eye. Shiva is also known as Triambaka because of his third eye. The third eye is the eye of vision. It does not mean someone's forehead cracked and something came out! It simply means another dimension of perception has opened up. The third eye means your perception has gone beyond the dualities of life.

Lesson: You should be able to see life just the way it is, not the way it is necessary for your survival.

Meditative Pose Symbolism:

Calmness (also known as mindful living), a principle where one actually uses the meditative state of mind to live better, has a lot of benefits.

Lesson: Being calm during your everyday battles can not only help you sort issues out with better clarity, but can also help you stay healthier.

Ash smeared on Body

Symbolism: Everything is temporary.

Most people nowadays fuss about their looks, the amount of money they make, or the kind of things they own. While we are definitely not saying that you should ignore your body or your health, but it definitely should not become a harmful obsession. So, hit the gym, eat right, and get the body you want, but don't obsess over it.

Lesson: There is a fine line between being committed and being obsessed. Learn to recognize it.

Blue Throat

Symbolism: Suppression of anger Ever felt pure rage just bubbling through your veins? Well, that anger is better channeled and let out in a constructive manner. While bottling up emotions, especially anger, is definitely not good for you, the next time you feel angry, go work out, go for a run or simply take up a form of martial arts. Not only will this keep you healthy, it will also make you very happy.

Lesson: You should be smart enough to fool your anger when it hits you hard.

Dhamru

Symbolism: Ridding your body of all desire Going on a diet, following an exercise regime or simply giving your midnight craving a miss, needs a lot of will-power and this is where Lord Shiva's Dhamru comes into play. The musical instrument indicates the removal of all desire and evil from the body, making your body clean and disease-free.

Lesson: A pious soul is the ultimate goal.

Kamandalam

Symbolism: Removal of all evil from the body. The basis of a good existence is to get rid of the bad and retain the good. The Kamandalam signifies just that. **Lesson:** Getting rid of bad thoughts, negativity and waste from both your mind and body, can do you a great deal of good. Not only will it help clear your mind and help it function better, it will also help your body keep diseases at bay.

Serpent around the neck

Symbolism: Controlling one's ego.

Your ego is probably your worst enemy. Not only does it give rise to anger, it also leads to irritation, ill health and frustration.

Lesson: Let go of your ego and watch yourself be free both mentally and physically.

-Sudhanshu Verma

MBA

Harmony

Indian Ethos

Indian Ethos Edition

Highlights - 2017

Yoga Day



Renaissance 2016



Renaissance 2016



Renaissance 2016



Harmony

Indian Ethos

Indian Ethos Edition

Highlights - 2017



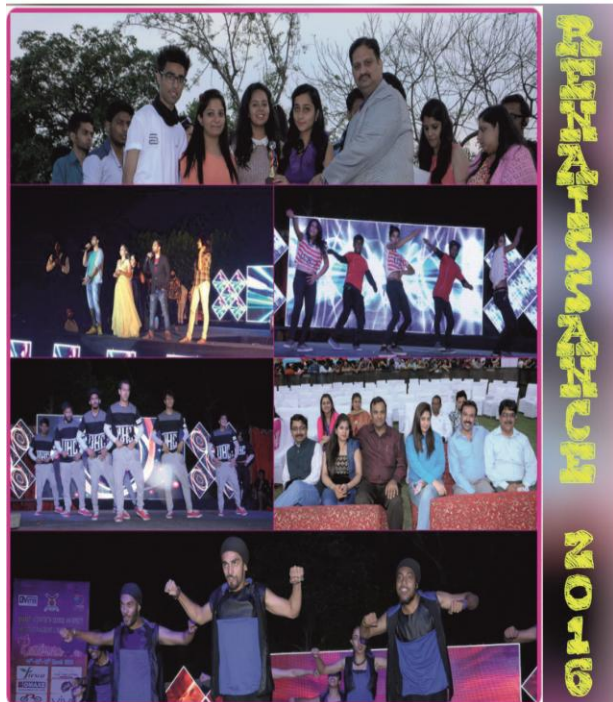
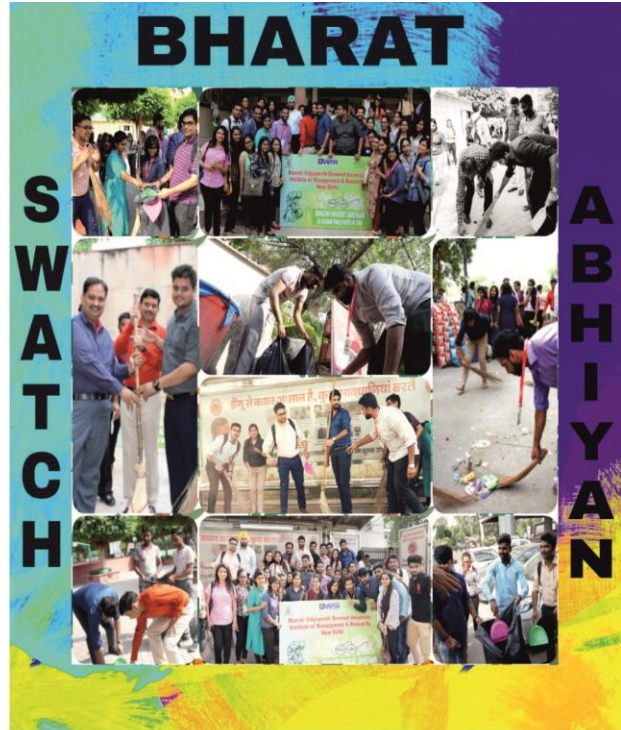
Ozone Day

Harmony

Indian Ethos

Indian Ethos Edition

Highlights - 2017





INTERVIEW WITH THE CEO OF LLOYD-MR. NIPUN SINGHAL

HARMONY: How do you see the journey of being a CEO? How you started and what all led you to be at this position?

MR. NIPUN SINGHAL: My journey is something which is not very different from any other journey. As every journey has many ups and downs so it is with my journey. From schooling itself, I was a hardworking and a studious person. I did my schooling from Mumbai, then completed my higher studies from the Oxford School of Business and became a scholar there. That is a hard nutshell to crack, as these foreign schools are very demanding.

What I believe is that there is 99percent perspiration and 1 percent inspiration. It is nothing but hard work that can lead you to any height.

HARMONY: How do you relate your company's vision to your core and non-core activities?

MR. NIPUN SINGHAL: I think that our vision is in sync with what we do. The vision is "ENGINEERING SMILES & ENRICHING LIVES" and it is all about bringing smiles to everyone whether an employee, customer, supplier, or a stakeholder that holds interest in the organization. It is that smile which can lead to inevitable connect with every stakeholder of organization.

Recently, we decided our campaign for 2017 i.e., "KHUSHIYON KI GUARANTEE" will emphasize on creating a new standard by installing air conditioners in the neediest hospitals especially for that sector of economy who cannot afford air conditioners. This is one of the many ways to spread happiness. Until now, among the top 20 air conditioner manufacturers, no one has ever thought of something like this. As a whole, our mission can be achieved when society gets a positive impact through our activities.

HARMONY: How is it possible to incorporate the essence of Indian Ethos in your organization?

MR. NIPUN SINGHAL: Every large organization has, knowingly or unknowingly, been following the roots of Indian Ethos. If we dwell into the comparison of foreign companies and Indian companies, the difference here is that an employee is treated as a part of an extended family and their grievances and problems are handled with the utmost care. It is our heart that makes our work best.

There is an old management saying: first work with your hand, then with your head and then by heart. The work which we do by heart is the work where we can excel.

HARMONY: According to your point of view, what is the need of Indian ethics in a common man's life?

Harmony

Indian Ethos

Indian Ethos Edition

Highlights - 2017

MR. NIPUN SINGHAL: I believe that whether they are Indian ethics or western ethics, essence of both is the same. They are both same in nature. All I want to say about this is that an ethical person lives fearlessly. Mr. Narendra Modi lives fearlessly as he is ethical. Indian ethics are not different from western ethics. Nothing to hide is nothing to fear.

HARMONY: What message would you like to give to our young managers to channelize their energies in a positive way?

MR. NIPUN SINGHAL: We are seeing a huge social change in India and change is always for the better. Change is not bad but certain things need to be carried with the change, certain values and principles cannot change. If you work hard, the chances of doing well automatically goes up. I would recommend a movie called "A Man Who Saw Infinity", which is a biopic on S. Ramanujan. We have to honor his passion and sacrifices but nobody can get it all. It is all about the sacrifices that he has made to get something in ample and it has a direct relation: the more you sacrifice, the more you will gather. You all should look into the sacrifices that your forefathers made to give you all the blessings which you now have.

POEM

“JAHA PHOOL BHI HAIN AUR KAANTE BHI, TOH US GULSHAN MEIN JEETA HAIN”

“KABHI HASKAR AASU PEENA HAIN, KABHI AASU PEEKAR HASNA HAIN”.

MEHNAT MEIN JO DOOBE REHTE HAIN, CHAHRA SADA HAIN HASTA UNKA

KAANTO KO JO ROND KAR CHALTE HAIN, MANZIL USKI RASTA USKA

ES GULSHAN KA EK MAALI HAIN VOH SABKI RAKHWALI KARTA HAIN

JITNA MAANGOGE PAOGE SABKI JHOLI BHARTA HAIN

BEKAAR JO HAIN VOH PATTHAR HAIN, KAAM KA HAIN VOH NAGINA HAIN

KISMAT USE KARTI HAIN SAJDA, KISMAT USE KARTI HAIN SAJDA

JISKE MAATHE PE PASINA HAIN

AT THE END IT IS YOUR PERSPIRATION, AND LUCK ALWAYS FAVOURS THOSE WHO HAVE DONE HARDWORK. KEEP YOUR VALUE AND PRINCIPLES HARD AND BELIEVE THAT EVERY MEMBER IS A PART OF EXTENDED FAMILY.

-Varun Mittal

Tushar Jindal

Shikha Sachdeva

COSMIC KNOWLEDGE OF GAYATRI MANTRA

“Gayatri Upasana (worship)” is a sure way to reach the reality, the absolute truth hidden in the sun, bestowed by Gayatri Devi. Gayatri mantra, when analyzed, unravels the absolute truth of cosmic existence.

OM symbolizes both: the universe and its creator and has a great significance, not only in its meaning and the pleasant vibrations it creates when uttered with correct intonation, pause and faith but, has a wide spiritual connotation.

BHUR-BHWAH-SWAHA: These 3 words refer to 3 cosmic planes – gross, subtle and casual – at macrocosmic and microcosmic levels.

BHUR (gross)- Earth/ life BHWAH(subtle) – Ether(Akash)/becoming or spreading by multiplication SWAHA(casual)-Worlds beyond Ether (i.e. Swarga)/moving towards bliss

In short, these 3 words explain the evolution and growth (i.e. being born, growth, and then moving towards bliss).

TAT-SAVITUR-VARENYAM: Meaning that adorable splendor of Savitur (Savita/Gayatri Devi)- I invite in my heart.

BHARGO-DEVASYA-DHEEMAHI

BHARGO- Giving courage with assurance and reassurance as follows “Don’t worry- I am there- Don’t worry at all...I am there”

DEVASYA-Signifies Supreme reality with all its splendor and pleasure called as Sat-Chitta-Ananda Existence.

DHEEMAHI- meaning “Give me that higher stage of intellect(MEDHAS) with which I can lead a worthy human life”.

TAT-SAVITUR-VARENYAM-BHARGO-DEVASYA-DHEEMAHI when read altogether means I adore (VARENYAM) that (SAVITUR) in my heart who with her splendor and grace (DEVASYA) removes all pains of my heart and assures all support and courage (BHARGO) and I pray to her for giving Medha (Dheemahi).

The last 4 words **DHI-YO-NAH-PRACHODAYAT** means “let the good thought (DHIYO) from you (YO) enter us all (NAH) and guide us in the right direction (PRACHODAYAT).

SUDHANSHU VERMA

MBA

Demonetization- Boon or Bane...?

Thinking about demonetization, the step taken by our Prime Minister Mr. Narendra Modi is like looking at two sides of the same coin.

The main aim of this step is to destroy or catch the black money holders. As the Income Tax Department had given a chance to these holders to pay 45% of their undeclared income as tax so that they could be saved from the demonetization shock.

Another aim is the vision of "Digital Economy". This vision urges the citizens to do all transactions through debit or credit cards or through Net Banking. This will circulate all money within the banks and will help in building economy. There are many other aims too like reducing terrorism and speculation of companies.

This step is being proved negative in some markets like where the cash transactions have been going on for decades. Necessity goods' market is being affected due to insufficient cash balance to pay wages to laborers. Banks are facing a scarcity of cash. Stock Market dipped on the day after the announcement of demonetization (i.e. 9 November 2016).

To curb this situation government has suggested making online transactions which will be easy and quick for a person to pay or receive the amount as there is a scarcity of cash in market.

So, thinking of this step as overall good or bad, I must say that it will affect the whole market for short run but will benefit in the long run.

-Pankaj Goyal
BBA

Event collage 2

Tête à Tête with Ms. Meher Malik and Mrs. and Mr. Vinesh Malik

28th November, 2016, 7P.M – 9:15 pm, this date and time has been recorded in our Memory bank for having met ideal parents and their daughter, who have stood for Indian Ethos, and have taken all the initiatives to install the same in their personality even after staying 18 years in the Gulf. Ms. Meher Malik, is a well-known personality who is credited to have been internationally acclaimed for her dance form. Her Banjara School of Dancing not only trains, but also contributes meaningfully towards realizing the social causes. Meher Malik's dance form is a rich blend of Oddisi, Kathak and Belly dancing. She has

very aptly proved that world is really a 'global' village, not only in terms of digitalization, but in terms of culture, values and ethos. An entrepreneur par excellence, Ms. Meher Malik is someone who is a testimony of what a rich combination of Eastern and Western philosophies are. This interview was conducted with the help of our scholars; Tushar Jindal (MBA I year), Nihal Kohli (BBA I year), Rachit Goel (BBA I year), and Sandeep (BBA 3rd year).

In the journey of this conversation we learnt that we need to be connected to our roots, and be adaptable, so as to take on Life and play and enjoy it as a roller coaster ride and be amused with every twist and turn.

(Tushar Jindal, Nehal Kohli, Rachit Goel, Dr. Ajay Sahni)

Q1) Tushar Jindal, MBA I year: Who would you like to attribute your success to? State the reasons for your success in order of preference.

Ans 1) Meher Malik: My self-confidence, hard work, trust in myself, and above all, my parents, who have been a support system throughout my life.

Q2) Nehal Kohli: what are your views about today's Indian youth? And what would you like to communicate to them through this tête à tête?

Ans 2) Meher Malik: They are very well informed and intelligent, but drifting from their core value systems. I would reiterate that, "Don't drift away from your values and ethos, and don't get swayed by illusions, connect to your roots and be adventurous!"

Q3) Rachit Goel: What has been your most ecstatic moment, the 'wow' moment?

Ans 3) Meher Malik: Every moment in that case. I love what I do, and what I am, I like the very present moment, the life, observing and experiencing whatever I do.

Q4) Tushar Jindal: How have you been promoting your business?

Ans 4) Mehar Malik: It is the small screen television, which has done wonders for my promotion and my business as well. Initially, when I was called by DID (Dance India Dance), I was reluctant but, my well-wishers suggested to take advantage of that opportunity. After that, I was a well-known name. Television is one such medium that connects you with your audience and masses however, in my case, it was a selective audience. Secondly, social media; Facebook, Instagram

etc. have really helped me connect. Technology is an excellent medium that can really promote your business, provided you are well-aware about the how, when, where, and why aspects.

Q5) Nehal Kohli: How have your parents been your support system?

Ans 5) Meher Malik: What I am today is because of them. They have always supported me in my choices, decision making and career plans, its happiness, and spirit of enjoying each and every moment of life that they have always tried to imbibe in my personality.

Q6) Rachit Goel: What has been your inspiration?

Ans 6) Meher Malik: The Life itself, the very Being, the experience, and in fact, I go to inspiration, rather than the other way around.

Q7) Tushar Jindal: Was this your personal call or you discovered this interest as you went along with life?

Ans 7) Meher Malik: I had my own set of Ups and Downs and that's what life is all about. But yes, after the initial hiccups, when I joined regular professional college, I discovered that no, that was not what I look forward to and then this music and dance is something I was meant for, the creative dancing format I mean.

Q8) Tushar Jindal: What is so unique about your dance form, your school?

Ans 8) Meher Malik: Banjara School of Dance, is the outcome of my very own life style, I just love to travel, and be like a wanderer, like a cloud, and Banjara, hence the name is the very symbolic representation of my life, my feeling. Something like a Global Citizen, that is the buzzword these days. But yes, to be a global citizen is something you gel well with the culture, but what is imperative is to get integrated with your ethos, your root. With this very sensitivity, I have created a fusion of Kathak and Oddisi classical Indian dance forms with that of Belly Dancing, which originated from Egypt, and is also practiced in the Middle East and the Gulf.

Q9) Rachit Goel:Your future plans?

Ans 9) Meher Malik: I want to create Mind Body Spirit healing systems and practices, which would enable one to be a holistic being and then come out with a business model for its promotion.

But, it is very early to comment upon this as of now. I am travelling to Asia - Pacific region, to get myself trained in these domains, so that I can align with physical, mental, emotional and spiritual layers, i.e., to have hands on experiences of these ethos first and then synchronize them with Indian ethos.

Q10) Nehal Kohli: Your interests?

Ans 10) Meher Malik: Dance of course, music, singing, adventure sports; I like Bungee jumping, sky diving, and I am travelling to New Zealand to experience these sports. Travelling is something; I have set myself a record to visit all the countries of the planet by next 5 years.

Q11) Tushar Jindal: We understand that you also look forward to contributing towards social cause(s). Why and what made you go for that?

Ans 11) Meher Malik: Yes, that gives me immense internal satisfaction and contentment and I feel along with hands to pray, we must lend hands to help i.e., to reach out to those who require it the most.

Q12) Nehal Kohli: Is it really true that “ANYBODY CAN DANCE?”

Ans 12) Meher Malik: Rather I want to put it that Dance is not an activity, it is the very expression, the portrayal of inner thought patterns, you don't have to take it as a verb but as a Noun i.e., it's not “to do”, it's “Be”.

Q13) Tushar Jindal: How could you sing a song so fluently in French and Spanish? However, you have stayed in Middle East, so singing in Arabic is but natural. But in French or Spanish is really very surprising. What made you pick up these languages? You sing a song so fluently, and that too like a native. Does music have something to do with it?

Ans 13) Meher Malik: Yes, music and languages are also vibrations. They both have a pattern, a defined track, and most importantly, the sound has its own coding and decoding, you just have to tune in to a frequency, whether it be languages or music for that matter.



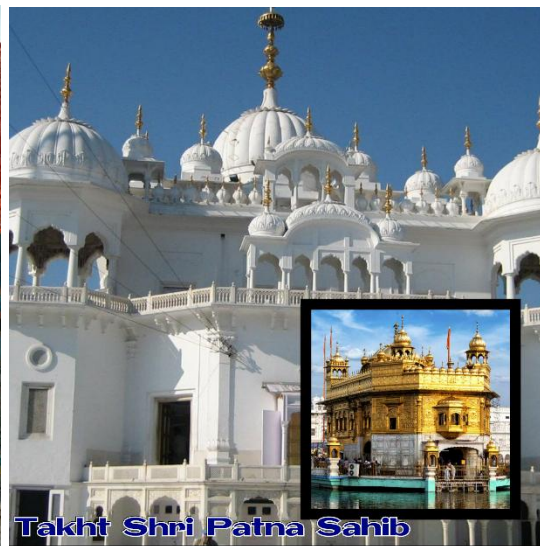
Interview of Mrs. And Mr. Malik

Q1) Dr. Ajay Sahni: Please narrate your experience(s) about the stages of her development, both as a person and as a professional and then as an entrepreneur.

Mrs. and Mr. Malik: She has been a blessing, an angel, and whenever she is there, we have some music going around. This is something like she is full of life, and a role model: as a daughter, as a sister, and has been performing all these roles so excellently. As a toddler, she has been very bright, and performed on stage, when she was just 5 years of age. She has been an outstanding student throughout, an avid reader and orator.

Q2) Dr. Ajay Sahni: Your message for the parents...

Mrs. and Mr. Malik: Don't be after them! They are an individual, let them pursue their interests. Be there with them, spend quality time with them. Don't be possessive. Give them space; let them take their own decisions, chances in life. Involve them in all types of decisions regarding family. Encourage them, appreciate them, celebrate their successes, and their failures as well for the learnings and experiences they would have had through them, don't blow your trumpet through them i.e., don't live your life through them. Just be there to support them, to listen to their minutest of concerns.



Business Etikette in Deutschland Business etiquettes in Germany

BEGRÜßUNG: WAS SAGE ICH?

GREETINGS: WHAT SHOULD I



MAKE A POSITIVE IMPRESSION FROM THE START. BY STANDING UP AND WALKING OUT FROM BEHIND YOUR DESK TO GREET SOMEBODY WHEN THEY COME TO MEET WITH YOU, YOU ARE SUBTLY EXPRESSING RESPECT FOR THAT PERSON. SUCH AN ACTION SENDS THE MESSAGE THAT YOU WOULD LIKE TO COMMUNICATE WITHOUT A BARRIER BETWEEN THE TWO OF YOU. YOUR GUEST MAY NOT CONSCIOUSLY NOTICE THIS GESTURE, BUT IT WILL HELP CREATE A COMFORTABLE ATMOSPHERE FOR A MEETING.



BEKANNTMACHEN: WER STELLT WEN VOR?

INTRODUCTIONS: WHO

INTRODUCES WHOM?

When it comes to making introductions in Germany, there is a noteworthy difference between how it is done in private life and how it should be done professionally. Within an organization, the individual of higher rank is responsible for introducing anyone who is new to the group.

ANREDE: "DU" ODER "SIE"?

ADDRESSING SOMEONE: SHOULD

I USE "DU" OR "SIE"?



Making the choice between "Du" ("you" familiar) and "Sie" ("you" formal) is not only a problem for foreigners. Determining who should address whom, how, and when, differs from place to place, from industry to industry, and even from organization to organization. The use of "Du" or "Sie" is usually an important indicator of the type of relationship that people have with each other. As a general rule, "Sie" is used with anyone who is not a close friend or a family member.



GESCHÄFTSESSEN

BUSINESS DINNERS

It is traditional in Germany to eat the main meal of the day at lunchtime, between 11:30 AM and 1:30 PM. In contrast to a long, several-course meal, a German lunch usually consists of an appetizer (usually soup), a main course, and a dessert. When you are attending a business conference, both lunch and dinner are considered important components of the conference. Meals allow those attending to make personal contacts and to continue discussing business issues in a more casual atmosphere.

TELEFONIEREN

TELEPHONING IN GERMANY

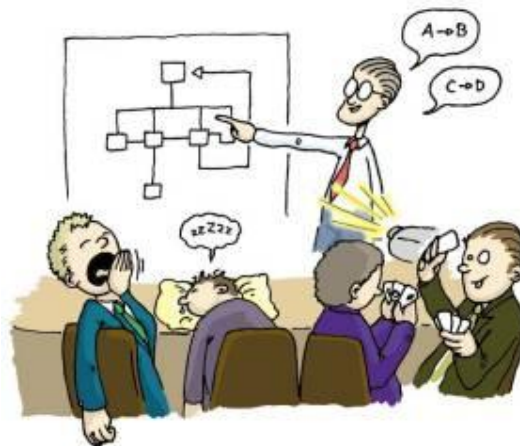
In Germany, it is generally customary to state your name when you answer the phone. In accordance with corporate identity trends, the customary way to answer a phone at a German company is to state the name of the company, the name of the person answering the phone, and a greeting. For example: "Baugesellschaft Luftschloss, Müller, Guten Tag" ("Luftschloss Construction, Müller, Good Day").



For the most part, when giving a presentation in Germany, you don't have to worry. Depending on the audience, it is often acceptable to present in English, but it is always a good idea to confirm this beforehand. This fact might make presenting in Germany sound easy; however, Germans expect presentations to go beyond superficial information about a topic and to provide supporting facts for business decisions.

Präsentationen

Presenting in Germany



Was meint der Deutsche, wenn er sagt...

What does a German mean when he says...?



You can usually go on the assumption that Germans mean exactly what they say. In Germany, individuals expect each other to adhere to promises - given that they are of a realistic substance. Those who do not hold to their word set their trustworthiness in great jeopardy.

CHANAKYA'S NITI FOR MANAGEMENT

A scholar of unparalleled wisdom, Chanakya, is known to the world as an ancient Indian philosopher, teacher and an extensively admired economist, who never disappointed his enemies, by surpassing their war antics. The mantras he gave about life hold value even today. His Chanakya Niti, as we better know it, offers pearls of wisdom on everything that holds relevance today. Following are some of his pearls of wisdom:

ENSURING SUCCESSFUL MARRIAGE

TIP 1

WHILE EVERY MAN DESIRES A BEAUTIFUL WOMAN TO MARRY, CHANAKYA, INSTEAD HAS VIEWS THAT ARE OTHERWISE. GOING BY HIS WORDS, THEN IF A GIRL IS BEAUTIFUL, BUT DOES NOT BELONG TO A GOOD FAMILY THEN A MAN MUST NEVER MARRY HER. HE ADVISES THAT MARRYING A GIRL, WHO IS NOT BEAUTIFUL, BUT HOLDS FAMILY VALUES, WILL ALWAYS BE A SUCCESSFUL LIAISON AND WILL PROVE HEALTHY FOR BOTH FAMILIES.

TIP 2

CHANAKYA EXPLAINS THAT A MAN MUST SEND A MARRIAGE PROPOSAL TO A FAMILY THAT HOLDS EITHER EQUIVALENT STATURE IN THE SOCIETY, OR EVEN LOWER, BUT SHOULD NEVER GO FOR A GIRL FROM FAMILY ABOVE HIS STATURE, OR ELSE HE'LL LOSE HIS RESPECT IN THE EYES OF SOCIETY.

TIP 3

HE FURTHER SAYS, A GOOD WIFE IS THE ONE WHO IS HONEST AND CLEVER. SHE MUST LOVE HER HUSBAND AND MAKE EFFORT TO BRING IN THE PEACE AND HARMONY IN THE FAMILY. IF A WOMAN IS RUDE AND OBNOXIOUS, THEN A MAN SHOULD NOT MARRY HER EVEN IF SHE IS BEAUTIFUL. SUCH A WOMAN CAN BULLY HER HUSBAND INTO DOING ANYTHING SHE WANTS.

TIP 4

CHANAKYA WARNS A HUSBAND AGAINST MISTREATING OR HURTING HIS WIFE, OR SHALL BE READY TO BEAR HER HARSH BRUNT THAT WILL NOT ONLY GIVE RISE TO MARITAL DISCORD. MEN MUST NEVER TALK OR QUARREL ABOUT THE OTHER WOMEN IN THE FAMILY, AS IT BRINGS WITH IT ENDLESS SORROW TO THE FAMILY AND THEIR OWN RELATIONSHIP.

THINGS TO DO BEFORE STARTING SOMETHING NEW

Tip 1

Before you start some work, always ask yourself three questions - Why am I doing it, What the results might be and Will I be successful.

Tip 2

According to Chanakya, before starting any new project, we should always keep in mind the time and place of that project, your finances and who all are there to support you. You should also take your capability under consideration before starting any new project --- not doing so can land you in trouble later on.

Tip 3

It is said that your success or failure on a new project depends on how you use your tongue --- the more nicely you talk to people, the better it is. If you are nice to people, you can also turn enemies into friends --- this makes you more successful.

Tip 4

It is said that while starting something new, a person should consult his wife --- your wife is your life partner, so you should consult her before taking any decision Chanakaya also says that while starting something new, we should also consult our astrologer and listen to his advice.

Tip 5

It is said that to be successful in life, you have to take some tough decisions as well --- for this, if you have to be rude to people, then do this as well.

Tip 6

Make sure that you do not sit with your back facing the entrance. Your back should face either a solid wall or another person's back.

DEALING WITH OFFICE POLITICS

Tip 1

A person should not be too honest. Make sure where you need to be smart and where you need to be honest. Straight trees are cut first and honest people are screwed first. Chanakya also says that to start something new, it is important to keep your ideas to yourself --- telling everyone about your plan might not make you successful.

Tip 2

Make sure you prioritize every work you do - ask yourself if this is worth giving your time or not. Once you start working on something, don't be afraid of failure and don't abandon it. People who work sincerely are the happiest. Always keep working hard - motivate yourself to do better every day.

Tip 3

Separate the work from the flak - make sure you don't waste time in unnecessary tasks. Let your work do the talking, do not indulge in gossip.

Tip 4

Agree to disagree - even with your bosses. You will be appreciated much more.

Tip 5

Be observant - of people and situations. Learn from the mistakes of others. You can't live long enough to make them all yourselves.

ATTRACTING/IMPRESSING OR HYPNOTISING SOMEONE

Tip 1

A greedy person can be controlled by giving him lots of money. This will make them dependant on you and hence in control & this will keep his mouth shut. Similarly arrogant people can be hypnotized by being polite and requesting them to be calm.

Tip 2

If one wants to control a foolish person, then one need to simply follow whatever he says. If he feels he is always right, he will easily bow down to you. False praise of a foolish man impresses him and this way his mind can be controlled. On the other hand, in order to hypnotize an intelligent man, one needs to speak only the truth in front of him.

ON LIFE

Tip 1

A man is great by deeds, not by birth.

Tip 2

Education is the best friend. An educated person is respected everywhere. Education beats the beauty and the youth.

Tip 3

There is no austerity equal to a balanced mind, and there is no happiness equal to contentment; there is no disease like covetousness, and no virtue like mercy.

Tip 4

A man is born alone and dies alone; and he experiences the good and bad consequences of his karma alone; and he goes alone to hell or the Supreme abode.

Tip 5

The wise man should restrain his senses like the crane and accomplish his purpose with due knowledge of his place, time and ability.

THE PRAYER OF LIFE

When you are grateful for the things you have, no matter how small they may be, you will receive more of those things. If you are grateful for the money you have, however little you will receive more. If you are grateful for relationship even if it's not perfect, the relationship will get better. Because gratitude is the great multiplier of our life!

Gratitude begins with two words –“THANK YOU” but you have to feel grateful with core of your heart. The more you start to say THANK YOU the more you will get and more love you will give. If you use gratitude a lot every day, your life will change in ways you can hardly imagine now. Not only does gratitude multiply everything in life, but also eliminates the negative things.

When anything good happens to you in your day, give thanks. It doesn't matter how small it is, say “THANK YOU”. When you get the perfect parking space, hear your favorite song on radio, approach a light that turns green. These are all good things you are receiving from life.

Give thanks for your 5 senses that made you feel the world. Give thanks for the amazing magnificence of your human mind that no computer technology in the world can duplicate. Your entire body is the greatest lab on the planet and there's nothing that is even close in replicating its magnificence. YOU ARE A MIRACLE. Give thanks for your home, your family, your friends, your work. Give thanks for trees, animals, oceans, birds, flowers and our beautiful planet.

Human beings toiled and sweated so that you can turn on or tap. So many human beings gave their life's work so that you can flick a light switch and have electricity. Think about the magnitude of human beings slaved day after day, year after year, to lay the train tracks across our planet and it is almost impossible to imagine the number of people who did the back-breaking work of making the roads we drive on, that form a connecting network of life for the world.

To use the power of gratitude, practise it. The more you FEEL gratitude, the more love you give; and the more love you give, the more you receive.

Be grateful! Gratitude costs nothing but it is worth a lot more than all the riches in the world. Gratitude enriches you with all riches in life, because whatever you're grateful for, multiplies!

IF THE ONLY PRAYER YOU SAY IN YOUR ENTIRE LIFE IS "THANK YOU" - THAT IS ENOUGH.

Unnat Pabbi
BBA

DO MANNERS BELONG TO THE BYGONE AGE?

**“Two men look through the bars,
One looked at the mud, the other at stars”**

Manners are an intrinsic part of the social fabric, still valued and add luster to our social behavior. Manners are relevant. They please all, adorn wit and talent, render humor and agreeable, augment friendship, redouble love, sweeten and enable our lives, but who cares?

In this materialistic age, adults are being too busy to transmit values. As a result, the young generation is devoid of civilities. The young ones blindly follow the concept of “MY LIFE, MY RULES” and I have the right to live my life the way I want. The misuse of freedom of expression and action has made the young ones more argumentative, arrogant, rude and impatient.

Manners are molded and remolded continually to suit the inevitable changes. Some trends, traditions and values which were esteemed in ancient times have become obsolete, so do manners, which reflect them.

Gandhigiri can entertain us, but we pay lip service to Gandhism. We use the words like “sorry”, “thank you”, etc. but do we really mean them? Oscar Wilde very rightly said “Good manners spring from the heart,” but where are the warm hearts?

We Indians are proud of our culture and heritage, we adore and promote it. Expectations can be everywhere, but you can't condemn all. We haven't forgotten our culture and manners. The movies with moral saga and humanity still touch the chords of our heart.

Hence the need of the hour is to sit back and introspect what needs to be done to portray the manners which all of us feel but fail to portray. Manners are imperative and indispensable for all of us and they do not belong to the bygone age.

Ayush Soni
MBA

MONUMENTS 3

Harmony

Indian Ethos

Indian Ethos Edition

Highlights - 2017



Bidar Fort, Karnataka



Fatehpur Sikri



Church, Kerala

WHAT DOES YOUR FAVOURITE FRUIT THINK OF YOU?

What is your favorite fruit? Take a look at the list below and choose one.



**Your choice reflects your personality, your inner self and our outer self.
Turn the page and know your fruit astrology!**

APPLE: You are an extravagant, impulsive and out spoken person, often with a bit of temper. While you may be the best organizer yourself, you make a good team leader and are good at taking things forward. You handle most of the situations spontaneously. You are a gallivanter. You ooze with charm when you are with your partner. You have enthusiasm for life.

ORANGE: It speaks of a person who has enduring patience and willpower. You like to do things slowly but very thoroughly and are completely undaunted by hard work. You tend to be shy but are a reliable and trustworthy friend. You have an aesthetic bend of mind.

PEAR: If you put your mind to something, you do it successfully, but by and large you tend to be fickle and have troubles completing a task with the enthusiasm you started it with. You become restless when it comes to the revelation of the results of your efforts. You enjoy mental stimulation and love to get into good discussions. You make friends easily.

CHERRY: Life is not always sweet for you. You often have ups and downs, particularly professionally and find that you make small sums of money instead of a lump sum. You have a fruitful imagination and are often involved in creative pursuits. Your home is your heaven, surrounded by the love of your near and dear ones.

MANGO: A mango lover is a personality to be reckoned with, quite often you are a person who has fixed ideas and thus, influencing you is not an easy task. You tend to become an extremist with strong likes and dislikes and at times even like to control a situation. You enjoy getting involved in something that presents as a mental challenge. You accommodate the love of your life and make up for all the strong will.

BANANA: You are a softie! A banana lover is loving, gentle, warm and sympathetic by nature. You often lack self-confidence and are quite limited. People often take advantage of your temperament and sheer vulnerability, under certain situations. Because of the way you are, your relationship is always very much in harmony.

**Mohak
MBA**

Sharma

IMPORTANCE OF BHAGWAD GITA

It is a fortunate moment to throw some light on an unturned stone especially for the younger generation on our Indian ethics. When majority of the population is involved in healthy or unhealthy practices to outdo the others, it is important to introspect for a human being to realize that what is "being" and what is "human". On a general note, where on the one side he is eternally being caught as one of the party to the contract of the law of Karma, on the other hand he assumes himself to be the master of himself. Knowing the fact that a human being cannot even stop his nail from growing, he assumes that this body belongs to him. The only pragmatic fact is quoted in the words of the great Lord Krishna that the soul never dies; it keeps on changing bodies as we change our clothes. So, it is important to justify that if we are saying that the body is ours – we are in a virtual world but if we are saying that we are soul- we are living in a real world. Only the soul is connected to the almighty. There is an inevitable part of God which can never be detached from our souls; not even for a moment.

The gracious verses of Gita emphasize on the need of self-realization that all the feelings of sorrow, grief, guilt, happiness and anger are connected with the body but not with the soul. Every feeling whether it is love, hatred, jealousy or insecurity is just the creation of human nature which is not perpetual. We are an integral part of God and it is our soul which lasts forever and nothing else; all the things, feelings and situations are just a creation of human beings.

"When doubts haunt me, when disappointments stare me in the face, and I see not one ray of hope on the horizon, I turn to Bhagavad-Gita and find a verse to comfort me; and I immediately begin to smile in the midst of overwhelming sorrow. Those who meditate on the Gita will derive fresh joy and new meanings from it every day." - Mahatma Gandhi.

It will be no surprise to emphasize on the fact that this graceful ethic has paved the way to the present managers in every corporate industry. In simple terms, management is a body of knowledge that enables entities to deal with a multitude of situations involving people, process and the environment, to ensure work is done efficiently to deliver goods and services useful to the society. The definition of work presents itself as a paradoxical and often an unacceptable idea to the uninformed and casual reader of the Gita. It is important to note that many verses in Chapter 2 unveil this concept. There are four aspects to the definition of work that Shri Krishna articulates:

“The secret of karma yoga which is to perform actions without any fruitive desires is taught by Krishna in the Bhagavad-Gita.”

- Swami Vivekanand



- (a) The doer has the right to work
- (b) The doer has no control on outcomes/ fruits of action
- (c) The doer has no control on the root causes of the fruits of action
- (d) There is no choice to reveal in inaction

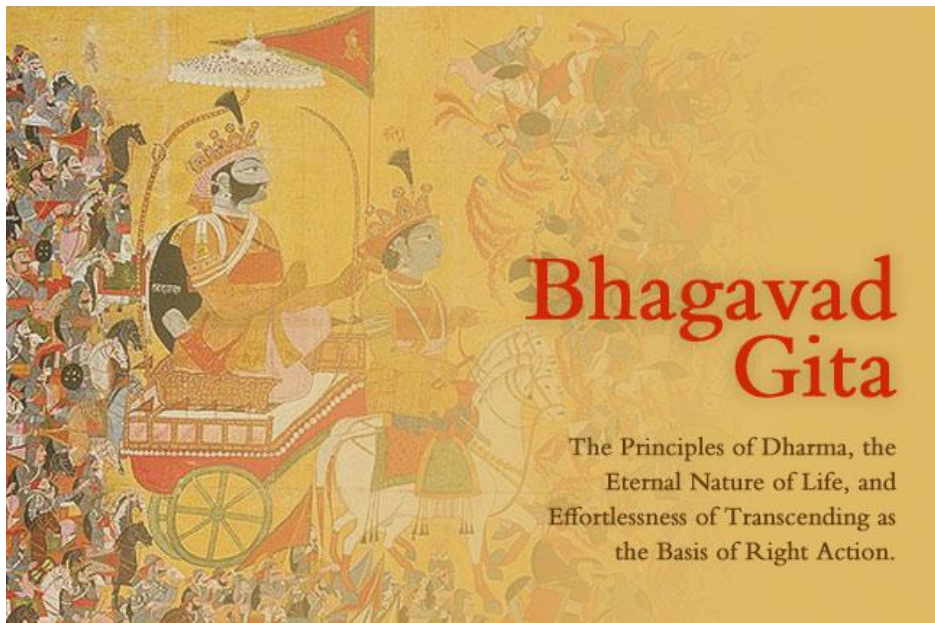
Managers will revolt at the idea of doing work but having no desire and/or control on outcomes. However, we do not realize that in our entire lifetime, there have been several occasions where we have already practiced this virtue. Is it not common for us that when we do good work, we tend to say “I was lost in work”? It merely means we ceased to look for outcomes and fruits of action during those moments of time. Too much of result orientation breeds a sense of fear and discomfort as several of us are wary of failures. Moreover, a desire to have control on fruits of action will invariably force us to focus on ends instead of means. This piece of writing is just a glimpse to realize the importance of Bhagwad Gita which embraces our Indian ethos and holds lakhs of beings pouring into the same garland of devotion and departing from the virtual world, together.

Some people do the best work when led. Not everyone is born to lead. The best leader, however, is one who 'leads like the baby'. The baby, though apparently depending on everyone, is the king of the household. At least, to my thinking, that is the secret ...

-Swami Vivekananda

-Sanjana Aggarwal

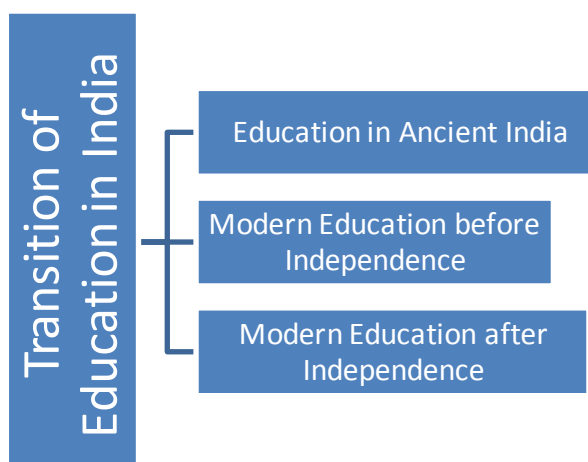
MBA



WHY SHOULD I PACK MY BAGS AND GO TO SCHOOL?!

-Says every regular school-going child!

From the Common Era to the present 21st century, schools have been a constant factor attributed towards the learning of children at initial stages. Though it is a constant factor, but the styles of learning kept on varying from one period to another; from one year to another! From Upanishads to e-books, *transition* has occurred in the field of education in various forms, adapting with the changes happening in the environment.



Ancient India

Confined within a very small section of Indian society

Transferring knowledge to succeeding generations in form of hymns

Women were given equal right to education and teaching

Before Independence

Traditional Indian system of education gradually withered away

The main purpose of Britishers was to prepare Indian Clerks for running local administration

Produced national leaders, intellectuals and reformers like Raja Ram Mohan Roy, Dadabhai Naoroji, Lala Lajpat Rai, Jawahar Lal Nehru, Subhash Chandra Bose

After Independence

Masses still could not avail the benefit of modern/formal education

Erosion of Indian culture by disassociating Indian people from their traditional way of learning, classical roots and knowledge

Increase in technicality of subjects and gruesome competition

So kids, since our ancestors have been going to school for so long, there is no escape to it!

CHANGING RELATIONSHIPS IN THE CONTEMPORARY WORLD

“Life is a garden and relatives are the flowers blooming inside it”

Relationships are the essence of life. Life is nothing without relationships. Love and trust are the two pillars of a good relationship. If we ask our grandparents, they will tell us, in their times how beautiful the relationships were, whether it was a relationship between a brother and a sister, a husband and a wife, a son and his parents or pupils and teachers; they used to be the base of a home but unfortunately they have changed now. Earlier, children used to have an immense conviction in their parents, love between siblings was real but in today's fast pacing world, relationships have lost their importance. The system of joint families has vanished and more people are preferring nuclear families.

In the modern world, there is no love and no trust. Aged parents are found wanting in front of their selfish children and the new law for aged parents provesthis (i.e., parents can now sue their children). Brothers and sisters live together, only till their parents are alive, after that their relationship becomes sour and they even kill each other for money.

Earlier, marriages used to last for a lifetime, but now every other day we hear about a divorce. All these transformations are a result of the lack of values in today's youth, only money matters for them. They don't care for each other; they only care for themselves. In the end, I would conclude by saying “Relationships are the essence of life. Life will be dull and burdensome if they are not strengthened”.

-Varun Goyal
MBA

Ethos

"It's really a wonder that I haven't dropped all my ideals because they seem absurd. Yet I kept in believing that people are really good at heart." - Anne Frank

Absurdness is just a thought that exists in our mind because somewhere or the other, it is our soul which just doesn't want to accept the "being" of anything that exists. Ethos, our values, characters, ideologies aren't just words that look good while using in phrases, and their beauty is beautified when we use them in our lives. Being generous or kind won't give us any prize, but the feeling of being humane.

In Greek Mythology, "Ethos" is used to represent a powerful music that can influence emotions, values and morals. This incredible word was coined by Aristotle in his works. Coming to the sociological factors, ethos is simply the representation of our social customs that can never change but only witness the ups and downs in our mundane lives. Ethos decide our way of living from searching a needlepoint in the crowd to counting stars, our character, morality is just a sense of completeness that individually judge our values. Like T.S Eliot said "The general ethos of the people that they have to govern determines the behavior of politicians". Here, behavior and ethos are two oxymoron representing the same yet different meanings. The part is very dear that enrollment of such words is just the hypocrisy of individuals. Is it necessary to follow the rules bided by the norms to rectify ourselves or can we just walk with the sense of impurity carrying our own means of ethos?

Chandrika Anand

MBA

HARMONY INTERVIEW THE PRAYER OF LIFE

Dr. N Bhardwaj MBBS,MS(ENT)

Officer 1/C Accident & Emergency Services
VMCC & Safdarjung Hospital, New Delhi

1) What is success?

Success is when the outcome of any given task is as per the individual's expectations and you are fully satisfied with the results. Success cannot be defined in absolute terms since the expectations and the targets are a variable change from time to time depending on the circumstances.

2) What impact do you want to have on the medical profession?

I will emphasize on all medical professionals to be reasonable, humane and all their acts should be justifiable as per medical ethics. Their work should be in interest of all patients and they should make special efforts to those who cannot afford the costly treatment(s) in private hospitals.

3) Describe your childhood and present living conditions. Have you always wanted to be a doctor?

The circumstances never remain the same whether it is childhood, adolescent age or adulthood and the phenomenon is almost similar for all, although it may differ in gravity.

4) What expectations have you had in community involvement that demonstrate your commitment to medicine?

Although community can play a vital role in the prevention and spread of diseases, its role has been under-estimated and taken over by the government agencies who carry out the community work.

5) What is the most pressing health issue today?

The most pressing health issue today is the provision of healthcare services to general public and poor patients since elite population can avail the services at private healthcare institutions. There is a need to establish more and more hospitals for poor patients all over the country. More than 50% of general patients can be treated at these peripheral healthcare centers.

6) Have you had an alternative career plan?

No. I was committed to become a medical professional.

7) Tell me about a time when you were criticized unfairly?

I do not remember any situation when I was criticized unfairly.

8) What do you think of technology mixing with medical sciences?

It is always beneficial to mix technology with medical sciences, especially in the field of diagnostics. However, it is the mind knowledge and the hands of the professional which work behind the newer diagnostic and surgical tools.

9) What has been the most memorable part of your job?

I feel fully satisfied when I successfully treat the ailing poor people who thank after recovery. This feeling is preferred after successful surgical procedure where results are predictable and complete.

10) What were your most memorable accomplishments in your college career?

Every moment of medical profession is memorable especially when you are awarded graduation (MBBS) or post-graduation (MS) degree.

11) How do you feel about the education system in medical schools these days?

Education in medicine has become commercialized these days and it is very costly in private setup. The cost should be standardized to minimum. Regarding quality of medical education, it requires extensive reforms. The theoretical knowledge should be linked to the practical situations in the hospital setup which is lacking in most of the institutions. The teaching pattern and the curriculum (of MBBS) should be relevant to the diseases prevalent to the particular demographic areas.

12) What message would you like to convey to the students?

Students should have a positive attitude towards their problem(s). Analyze the situation, apply the mind and knowledge, rectify the fails and perform what you think is right. Lastly, learn from your mistakes and believe in your strengths and think that you can always achieve the goal.

- Avneet Singh BCA

TRANSFORMED PERCEPTIONS-FAR FROM REALITY

Every substance in this universe has some reason for its existence. Even a micro-organism that exists having a life span of minutes does contribute to the functioning of the universe. It is important to throw some light on an unturned stone that holds the reasons for their existence on the Earth. It is a vital part of understanding that why human-being is a human-being and not an animal and why an animal is an animal and not a human-being. If we dwell deep into the introspection that why is there a disparity between human-beings on the basis of rich or poor, handicapped or normal.

It is fortunate that science cannot answer some of the very common queries which are well defined with a scope of reasonability in Indian Ethics such as the Bhagwad Gita, Patanjali Yog Darshan and many more which pave the way for a wider kaleidoscopic view of every answer.

This piece of writing is submissively devoted to address the very common termite that has made majority of human-beings hollow in sense of psychological and biological terms too. According to a survey conducted, 62.13% people at work are the victim of stress. Stress can be good or bad. But stress is something which affects the individuals to perform the best of its output. The very obvious reason that can be analyzed is either stress due to work and performance of the work efficiently and effectively. Both quality and quantity are the two terms that are complimentary in nature to be taken care of while at workplace.

Having a virtuous mindset of dealing with the day to day KARMAS and running away from the true knowledge about the same doesn't help you to get through life. With the help of the following verse, an attempt has been made to analyze the source of stress especially of the work which arises.

KARMANYEVAADHIKAARASTE MAA PHALESHU KADAACHANA; MAA KARMAPHALAHETUR BHOOR MAA TE SANGO'STWAKARMANI. (GITA 2/47)

The verse emphasizes on the following aspects that Lord Krishna made:

1. *Human being has a right to work (free in doing karma)*
2. *Human being has no choice than to do the duties (performance of karma is compulsion)*
3. *Human being has no control over the fruits of the action*

This verse holds large implication by an employee work perception as today's work culture is being played on targets and results set in advance which is totally contradictory to the concept of Gita. The above mentioned verse of Gita put more focus for doing the work since that is doing in present and result is in the future that means an employee by thinking in the future actually waste the time and energy to something which is not in real. The effectiveness and efficiency in the work can be increased to many folds by having an attitude of "being in a moment". The fact is that human-being is more result oriented

and not work oriented. Outcome of any kama i.e. a result is a cluster of five forces, is explained in the other verse of Gita which is as follows:

Adhishthaanam Tathaa Kartaa Karanam Cha Prithagvidham;

Vividhaashcha Prithakcheshtaa Daivam Chaivaatra Panchamam.

The doer himself, his mind, ego, brain and previous karmas actually decide the results of any action done.

It is evident that the biggest restraining force is the wrong notion which has allowed the termite of "stress" to vacate the well-being of an employee. Since all the energies are channelized towards the results which are not in our hands, they act as a hindrance to do the **WORK WITH FULL PUT IN**.

It is the part and parcel for the understanding part to introspect ourselves and rather than trying to escape from realities, we all should participate in understanding the truth of the universe which our Indian ethics provide us; written before the ages in the purest form.

Varun Mittal

MBA

CRC (CORPORATE RESOURCE CELL)

The fortunate time of putting the theoretical and experimental knowledge together to make a contribution in the corporate world and having real face time opportunities has arrived. A placement drive for the 2015-17 has already started to channelize the energies of students into the corporate world.

Till now BVIMR placement drive has witnessed elite companies like ITC, Amazon, Naukri.com, ICICI Bank and many more to grace the drive in coming span of time.

A well-coordinated team of CRC representatives under the guidance of CRC head Dr. Neelam Sharma have made a huge contribution in order to make it happen, creating a breaking record of 14 lakh package by Amazon.

It is really stupefying to have such elite companies gracing BVIMR, creating opportunities to showcase their knowledge in the corporate World.

Harmony

Indian Ethos

Indian Ethos Edition

Highlights - 2017

SOCIAL CLUB



BLUE DART INTERVIEW

Mr. Sukhwinder Singh
Senior VP,
Northern region,
Blue Dart.

On 6th January, 2017, a team of Harmony was sent to take an interview of Mr. Sukhwinder Singh, Senior Vice President (northern region), Blue Dart. Grusha Ghai and Harshit Garg, first year students of MBA, conducted this interview. They discussed about management, philosophies of life, Indian culture, and many more things. Pick up your reading glasses and get more insights over how the world functions.

Grusha Ghai: How did Blue Dart become a huge success?

Sukhwinder Singh: The organization started around 1984. It has been 32-33 years since we have inaugurated it. Initially, it was a partnership organization then, it shifted to a private company and now it is a public company which has come a long way. Our organization has received three awards in a row for being the best place to work at. I have spent around 23 years here and even I feel the same. Let me tell you the first employee of the organization retired a year ago and the employees who joined after him are still working with us, so you can understand how amazing the work culture is and the employees who joined as sales people are now working at the senior management levels. The growth of employees was so quick because we were and continue to be a tech savvy organization. People started using email from 1996, however, our organization was online from 1993 and all the metropolitan centers were connected online. It helped us to stay ahead in the courier industry. During 2000, there was a boom in the ecommerce industry and we were the first ones to develop the technology to track packages which is known as RTR. We carried forward that technology till 2008 when the ecommerce came to India.

Harshit Garg: Since it is a service based organization, how do you ensure the customer satisfaction and what makes it stand out from the competitors?

Sukhwinder Singh: We make sure that there is consistency in the deliveries and they are on time, so we provide to our customers and clients what we promise. The parcels are picked and delivered on time to ensure customer satisfaction, for which the employees go through different training every year. We ensure that the customers get same kind of experience whenever they deal with us. All lower level people are getting motivated as they have seen other people growing to the level and their success stories are there. It also depends upon the continuous training right from the beginning itself, which we

impart to the delivery boys. They are provided trainings like behavioral, technological, or other trainings; they go through at least one type of training every year.

Grusha Ghai: How much importance do ethics hold for you and for your organization?

Sukhwinder Singh: Right from the beginning itself, our company is fully complying with every kind of statutory. We're not into any unethical practices. Employees at every level report to their superiors and we maintain a record of every necessary detail. Ethics and integrity go hand in hand. We support people. Suppose, there's a failure in the system, though we charge a premium, but we are ready to return the freight as well. We maintain proper transparency.

Harshit Garg: Blue Dart Express is a subsidiary of a German company "Deutsche Post". Does German culture has any influence on the work culture of Blue Dart or has it been 'Indian-ised' accordingly?

Sukhwinder Singh: Let me brief you about our background, Blue Dart initially was an independent organization, and then we got associated with FedEx. So, our whole culture is based on FedEx's culture. We replicated the same in the Indian context. So, with that Blue Dart always stood apart from the crowd. When we became part of DHL in 2004, so at that time, they took over. But, Blue Dart was given independence to be a stand-alone company. There is not even an iota of influence of them in our governance and the results are phenomenal. Their work culture, FedEx's work culture and our work culture when integrated, gives us an edge over others. In every DHL meeting, which I attended in Germany, Blue Dart was always praised for its excellence.

Grusha Ghai: Sir, how do you incorporate Indian ethos in your daily life. How much do you give in to your organization, and how much do you take in from the organization?

Sukhwinder Singh: My every day starts with a walk, which is the Indian ethos to get up early. It gives you a lot of confidence and peace. Then, I devote approximately 15 minutes to read newspapers. Being updated is very essential. Then I reach my office. One always needs to clear their backlogs before beginning something new. Being a boss, I come first to my office to set an example for employees at all levels to understand the essence of punctuality. Being a leader, you are always followed by the rest of the employees. This I have imbibed from German culture, as they are very particular about their time. We may delay the meetings; that is the Indian culture, but they never postpone it. Also, adaptation with the changing flow of technology is also essential. Our industry is like a newspaper, if we do not update ourselves someone else will do the service for them.

Harshit Garg: Sir, working in such a turbulent environment, maintaining and restoring faith of all the customers, how are you able to be at peace with yourself and what is the 'mantra' which makes you work with the same zeal every day?

Sukhwinder Singh: See, it is working with the people and getting results and giving results. That is the only mantra. I, as a person do not like to be driven by somebody. I like to be in the driving seat.

And when you get up early and come early to the office, you are in the driving seat. After a certain time, you need to give yourself the time you need for yourself. Around 6-9 in the morning is my time. In the evening, 8-10:30 that is the time I give to my family. At the beginning of your day, you need to ensure that your day is better than your previous day. If the water is standing, it will become stale; the moment has to be there as no one consumes stale and still water. Since everybody loves the flowing water, to keep that flow, that energy, one has to be regular. So, my mantra is that every moment, every day, every month, every year has to be better than the previous ones. In my organization, I am generally called as a change crafter. There are certain things which just happen, you have no control over it; for example, demonetization. One just cannot continue cribbing over it. One also should keep on doing their SWOT analysis. Your threats are actually your opportunities, and if one can spot their weaknesses, they will always know how to overcome it.

Grusha Ghai: Sir, you have spent approximately 30 years in this industry. You even witnessed globalization. So, has it affected our Indian culture in a positive way or in a negative way?

Sukhwinder Singh: What you guys have read in books and what happens in real life are two very diverse phenomena. The change that took place due to globalization was the change in the consumer behavior. Western people are learning yoga now and Indians are heading for the gyms. That is how culture change happens. Fifty percent of the population in India is of young people. Continuous adaptation for this segment is required excessively.

Grusha Ghai

Harshit Garg

MBA

Role of Spiritual education of developing Social Responsibility among Students

Dr. Broto Rauth Bhardwaj, Head, Entrepreneurship Cell, BVIMR, New Delhi

Studies have shown that spiritual education influences the mindset of the students. Spiritual education literature shows that the contents of the spiritual education, teaching pedagogy and training development greatly influence the skilling and training workforce for future. Also, it has been found that the content is very critical for the proper development of the mindset of the students. Porter and Kramer (2002) states that companies, universities and faculties have to change their focus towards the social setting in which they act and interact. Economic, social and environment goals with a long-term perspective are not independent but they can be contradictory in the short-term. In the classic social model, there is a tendency which links the lack of ethics, principles and values as one of the most important reasons explaining the current economic and financial crisis. As a result of the combination of the economic and financial crisis with what has been called a social crisis of maturity, Corporate Social Responsibility (CSR) has risen to prominence in the last decade. Even though CSR is a new controversial concept, everybody in the academic and business spheres agree that it is a fundamental strategy for achieving the sustainable development which is a need of globalized world.

Spiritual education stimulates the social responsibility amongst the students. Also, it was found that spiritual education helps create awareness among students for social contribution. Moreover, spiritual education helps to create awareness amongst the students for social contribution. It was also emphasised that spiritual education enhances the social sustainability of the students since they are always connecting their work with social contribution for longer sustainability.

Therefore, government should introduce subjects such as corporate social responsibility, social studentship, management in social development and other.

Flashcards

BVIMR Dramatic Society: Connecting with Indian Ethos

Drama is the earliest form of theater in India which is called as the Sanskrit theatre. The drama is regarded as the highest achievement of Sanskrit literature.



Team members in 2014 & 2015



Team members in 2016

The journey of drama society in our college, Bharati Vidyapeeth was hard to erupt initially but due to the undying love for drama, some of our students made it happen. Every student who thrives on the exhilarating feeling of being on stage finds a perfect platform in their spaces.

A training ground for actor such as Nishkarsh and Rajvinder who took the endeavor of creating the society in our college, Bharati Vidyapeeth called SWARIGINI, which was formed in 2014. After the great success, students of Swarigini did not believe in counting the numbers of hours they dedicate towards practise. We practise with the sole aim of attaining perfection says Rajvinder, an active leader of the society.

The society was of about 20 people and we considered each member as a valuable resource. Our strength is our story sense of equality.

Our society is known to create plays which revolve around political and social theme. The first Play performed by the society was BLOOD DONATION CAMP, hailed as one of the best play which was the startup to the stairs of success. Later, all the members gave their valuable time to the society and then they won couple of awards in different colleges including GEETA RATAN, JIMS, GIPS, IITMI. It was a great victory for our college. After that, many street plays were performed by our society. Our society Performed in several acts like Add mad, Story play, Short films etc., which was our success in 2015. Then, all the members came to an awesome decision of giving the society a new name - "ATRANGI AJOOBE".



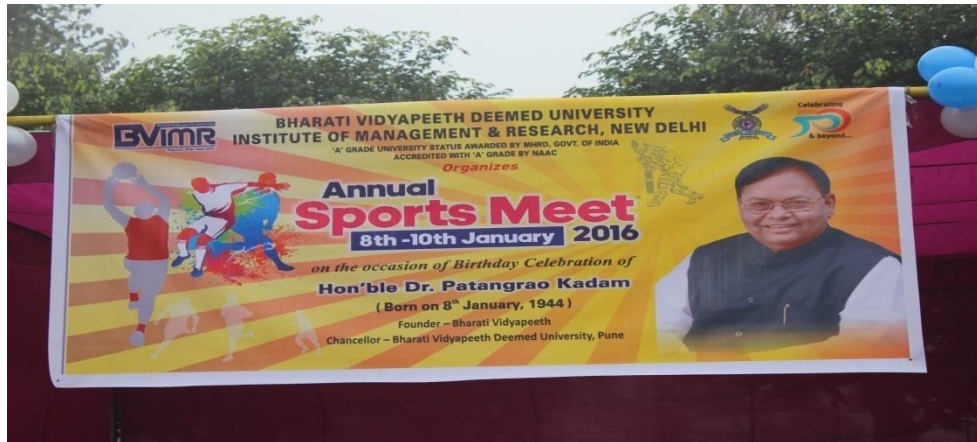
Practice sessions by the members of Atrangi Ajoobe

In 2016, our society Atrangi Ajoobe started practising for the street play called UDAN UTSAV which was amongst 50 top DU colleges. It was hard but because of our dedication and practice, we did a great job and managed to procure 20th position amongst the 50 colleges. It was a great achievement for us. After this achievement, our society our actor Ankit Sachdeva gave a fabulous idea of promoting the plays on media. He started working on it by publishing our hard work on YouTube and Facebook by which, people in other states were also able to see our plays which eventually gave us more followers and supporters.

Event collage



SPORTS MEET (2016)



The Annual Sports Day in our institute was held to commemorate the birth anniversary of BVDU's Honorable Chancellor Dr. Patangrao Ji Kadam. The entire sports ground was fully ornamented with flags and balloons to motivate and cheer up the students. The college Annual Sports Meet 2016 was conducted from 8th January to 10 January 2016; at BVIMR grounds in New Delhi. It was a splendid and the most awaited event in the college's timeline. There were total 10 sports (indoor and outdoor) for both students as well as faculty members. Sports events inculcate a healthy team spirit and ideal winning streak amongst students.

As per the stipulated day, date and time; a joyous bustling of more than 1100 students converged in the sports ground of BVIMR. Event Coordinator Dr. Pankaj Saini, Dr. Daljeet Singh Bawa and Mrs. Nishu Marwah welcomed the enthusiastic students and explained the rules and regulations with strategies required for various events accordingly.

Later, honorable Director Sir, Dr. Vikas Nath felicitated the coaches, addressed the students; followed by the National Anthem of Our Country. He also gave the students great insights about the hardships and ladder to success of Dr. Patangrao Ji Kadam. He also spoke about Sports Day being the red letter day on the calendar. It is a day when the students are free from their classrooms to jump and run around free from the fetters of learning. He emphasized that success and failure is a part and parcel of life, what matters is participation with the right amount of zeal and competitiveness.

The students, teaching and non-teaching staff, everyone enjoyed thoroughly and attained an experience which they can cherish forever while travelling through their memory lanes.

A RARE CONVERSION BETWEEN RAMKRISHNA PARAMHANSA & SWAMI VIVEKANAND

Swami Vivekanand: I cannot find free time. Life has become hectic.

Ramakrishan Paramahansa: Activity gets you busy. But productivity gets you free.

Swami Vivekanand: Why has life become complicated now?

Ramakrishan Paramahansa: Stop analyzing life. It makes it complicated. Just live it.

Swami Vivekanand: Why are we then constantly unhappy?

Ramakrishan Paramahansa: Worrying has become your habit. That is why you are not happy.

Swami Vivekanand: Why do good people always suffer?

Ramakrishna Paramhansa: Diamond cannot be polished without friction. Gold cannot be purified without fire. Good people go through trials, but do not suffer. With that experience their life becomes better, not bitter.

Swami Vivekanand: You mean to say such experience is useful?

Ramakrishan Paramhansa: Yes. In every term, experience is a hard teacher. She gives the test first and the lessons.

Swami Vivekanand: Because of so many problems, we do not know where we are heading...

Ramakrishan Paramhansa: If you look outside you will not know where you are heading. Look inside. Eyes provide sight, heart provides the way.

Swami Vivekanand: Does failure hurt more than moving in the right direction?

Ramakrishan Paramhansa: Success is a measure as decided by others. Satisfaction is a measure as decided by you.

Swami Vivekanand: In tough times, how do you stay motivated?

Ramakrishan Paramhansa: Always look at how far you have come rather than how far you have to go. Always count your blessing, not what you are missing.

Swami Vivekanand: What surprises you about people?

Ramakrishan Paramhansa: When you suffer, they ask, "why me?" When they prosper, they never ask "Why me?"

Swami Vivekanand: How can I get the best out of life?

Ramakrishan Paramhansa: Face your past without regret. Handle your present with confidence. Prepare for the future without fear.

Sahil Mahendru MBA

Goodness or Character?

Not to get confused with the word Ethos, it basically tells the meaning of morality which inhibits goodness of a person or a character that has longing for it. Generally, Greek Mythology glorifies the use of this word in a very extravagant manner, telling the characters that their ethos is just not goodness, but the morality of social customs, kindness in their nature and the basic difference between human being and being human. Having good sense and amazing humor is all that inscribes the word ethos.

Feminists have also started talking about the phrase in a very appropriate manner that it should not be linked with morals of their social lives. Their ethos should not follow the patriarchal customs of the social backward thinking of the suppressive females which does not exist anymore.

Greek plays supported ethos in every possible manner but on the other side, the limits of characters to be performed in play is again subsiqueted with the same, as less characters would give more powerful impact on audience and more ethnic music will more influence the taste of the goodness.

Priya Aggarwal
MBA

THE FORTUNATE INDIAN

“You’re a lucky chap!” said my father, Why he said so, my 5 year old brain couldn’t gather.

Further, he adds, “I am glad that you were born after 1947;” “The India you’re born in, unlike mine, is a tree of heaven”. Dropping me to school used to be his moment of pride, Travelling in the front seat of his bicycle, used to be my favorite ride.

When stuck with a mathematical problem, my father would apologize, “I am an uneducated man, with petty fields of wheat and rice”. “You’re a lucky chap!” said my granddad, “People now won’t mind shaking your hand”.

Now this fact was unbearable, How could people categorize my family to be untouchable! The fact that my family witnessed discrimination felt very wrong, But their survival stories made me mentally strong.

“You’re a lucky chap!” said my mother, “You get to help my son in earning bread and butter”.

Unlike my wife, my mother always kept her head covered, My elders let my wife follow her dreams, undeterred.

But my wife has got other worries, Let me bring back my sister before those greedy animals kill her, she hurries.

“You’re a lucky chap!” said my best mate, My city life is what with which he wants to relate.

He is envious, Naturally, the distinction between his lifestyle and mine is outrageous! Leaders.

Oh leaders! Listen to my plea, Don’t let people like me disrespect their hometowns and flee! “You’re a lucky chap!” I say it to my son, “That I am!” he says with a tinge of pun.

OH these generation gaps! Only they explain how times elapse!

-Grusha Ghai
MBA

“The Ethical Dilemma”

I would like to begin the article by the following quote:

“No Nation is Perfect;it needs to be made perfect”

It is of great importance that how Indian Culture has contributed to the management and leadership principles and yet we remain the most underrated economy of all the times. The very quintessence of the Indian ethos can be seen in the teachings given by “Bhagvad Gita” (The holy book of Hindus). The Teachings of Bhagvad Gita contains the secret to managing the worst of the situations that we people face in our everyday lives. The critical question in every Manager's mind is how to be effective in his job. The answer to this fundamental question is found in the Bhagavad Gita which repeatedly proclaims that 'you try to manage yourself'. The reason is that unless the Manager reaches a level of excellence and effectiveness that sets him apart from the others whom he is managing, he will be merely a face in the crowd and not an achiever. It may be noted that while Western design on management deals with the problems at superficial, material, external and peripheral levels, the ideas contained in the Bhagavad Gita tackle the issues from the grass roots level of human thinking because once the basic thinking of man is improved it will automatically enhance the quality of his actions and their results.

Yes, we Indians were well aware about all the things before hand in our holy book.

The whole ethical dilemma is nowadays leading to a great problematic situation in the society. Youth of today is more susceptible to depression and other psychological illness which they accrue to the “People Politics” which they face at every nook and cranny of their life. Be it politics at workplace or whether the students griping about someone in college, I think this situation is more worsened by the fact that people today have a very little self-respect left to them. Resultantly, India being a culturally rich country is today facing a problem of diminishing moral values in the mind-set of the citizens of this country.

Therefore, our generation is facing an ethical dilemma of whether to follow our moral values and life principles or follow the sheep herd thinking. This is the point where we can bring the change. As it is very well said by a prominent personality:

“Be the Change which you want to see in others”

Thus, what we can do is to make a resolution in 2017 to not fall prey to this sheep herd thinking of manipulating things and people to our benefit and bring the change in the society. Further, we should proceed towards a simple and free society. We should make sure that all of us should stay connected to our roots. The Values we derive from our families should never be forgotten and thus by doing this let us take the first step in building a better India.

Manish Sehgal
MBA

“New Realm of Skilling in Shri Guru Granth Sahibji”

Human skills are evolving with times. Embracing skills for survival and then acquiring knowledge were the upmost desires to show higher knowledge quotient and proving the outside world to be intelligent and with the best IQ... Excellent IQ further sounds with certain deficit for extraordinary life experiences, considering EQ as a new emergence. Emotional intelligence was further discovered emotions within one's own self and other necessary skills for stable and peaceful life. Further, for enhancing our skills, which is the need of the era, and to elevate the consciousness and spiritual aspect of human beings, spiritual revolution comes into action.

Today, various skilling concepts need to be entwined with religious and spiritual aspect. There is a realm of necessary skilling hidden in Sri Guru Granth Sahib which is enough to stimulate and galvanize the whole life with success. The wisdom of Sri Guru Granth Sahib if imbibed can form the basis of ethical, social and personal living. These skills are when manifested in thoughts, actions, speech ennobles and lift up people. It provides extreme fulfillment and fortification. It calls for the alignment of thought, word, deed and motivate us to create new way of being and skills required for more awareness, creation and conscious living. The message of Sri Guru Granth Sahib is universal, blessing its wisdom to humanity and welfare of all human beings on the globe. It promotes unification, co-existence and feeling of companionship, amity and also emphasizes the importance of human value system. An attempt has been made to acknowledge the wisdom of Sri Guru Granth Sahib in those perspectives of skills which can transform the ordinary skilling into an extraordinary skill.

Leadership skills

Shri Guru Granth Sahib gives prominence to truthfulness, justice, humanity, courage, contentment and love for humanity, which form the basic structure of leadership. Lust, greed, attachment with pride are the unethical bases and termed as the worst sins in SGGS. Whereas the Shabd (the word) should be drenched with virtues, it states –One God reside in heart. Actions are true, ways are true and heart is true; truth is what he speaks.

Integrity as a value system

Integrity means whole and complete. It implies the completeness of the inner sense embraced with the virtues of honesty, consistency of character and truthfulness. Truth is supreme, it is higher than everything, but higher self is living truthful (P-62 SGGS). Further it says -Lack of truthfulness can never find peace, and those who are finding peace without truth are living a false life, their minds and bodies become false. Like a deer caught in a trap suffers in terrible agony, cries out in pain continuously (p-23 SGGS). Living with true essence is getting salvation from the circle of birth and death.

Compassion as true self

Suffering, pain, sorrow and grief of others should be experienced by his own, and take actions to eliminate it. Compassion itself denotes the passion for the others. As a universal rule and law, leader should acquire the compassion to love and contribute with selfless being. Compassion, contentment, religious faith and purity is the inherent moral teachings of Shri Guru Granth Sahib. I have received these from the Teachings of the Saint, Says Nanak, one who realizes this in his mind, achieves total understandingll (SGGS, p-822) and "The True Guru, the Primal Being, is kind and compassionate; all are equal to Him. He looks upon all impartially; with pure faith in the mind, He is obtained" (SGGS, p-300).

Equity in all being

On any ground, discrimination is highly disapproved in the Shri guru Granth Sahib Ji, it states that all creatures emerged from one light with no difference. Sikhs look upon all with the single eye of equality. It considers all creatures as the same noble spirit which seeks the welfare of all without any prejudice. No enemy exists in any human being.

Sri Guru Granth Sahib Ji give us the path to be a righteous person, it illuminates us by giving answers to attain the same – create fulfillment, humbleness as you bowl to beg, cinders of meditation, you spread to your body.Allow the recognition of death,to be the attire that you wear. Let your innocence and purity be your true way in the world, and strong stand and faith in God be your helping stick to move.

Mrs. Gagandeep Kaur

8 MANTRAS OF SUCCESSFUL PEOPLE

WANT TO BE FINANCIALLY SUCCESSFUL?

"If at first you don't succeed try, try again and manage yourself" - William Edward

Being successful is an important part of our lives. Many of those who wish to succeed reach stunning heights, while others cannot. The difference is that some people follow the laws of success while other

We learn from
failure, not from
success!
Bram Stoker

meetville.com

do not, we need that drive to gain knowledge and step by step achieve the desired objectives.

So, here we are going to discuss about the 8 mantras of successful people so that all can manage themselves and be successful.

1. They look for positive

"There are no mistakes, only opportunities"

Successful people tend to think positive and they surround themselves with other positive people. Positive thinking can make you productive, motivated and able to make out for challenges because you are not surrounded by your own negativity.

2. Set Goals

"A goal properly set is halfway reached"

Successful people act with purpose. They set goals and make plans for turning their dreams into realities. So, if you want to be like them, ensure your goals are realistic and break big one into plan to be worked on. Be motivated.



3. Manage time effectively

"Time = life, therefore master your time and master your life or waste your time as well as life"

They recognize that minutes and seconds are precious not renewable resource. So they set priorities and pursue with passion. They manage time effectively to complete their entire task giving each a respectful part of time.

4. Have good relationship with money

"Money is usually attracted not pursued"

Successful people are actively involved with their money and understand about assets. They have budgets, track spending and contribute to investments and plan ahead to avoid pitfalls. So, you also have to work hard and take up responsible steps towards your finances.



5. Learn from failure

"Only those who dare to fail greatly can ever achieve success"

Successful people tend to think positive. They do not dwell on what went wrong instead they use failure or mistakes as a learning opportunity so they can do better next time.



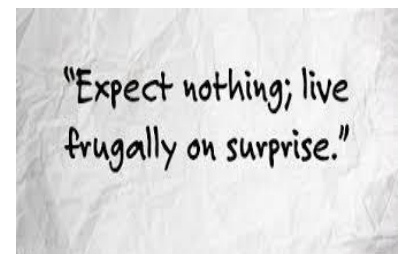
6. Create own opportunities

"if opportunities don't know how to enter build a door to welcome."

They don't sit around and wait for good things to happen. They don't rely on luck to help them. Instead help themselves creating opportunities takes hard work but end result is worth it. Take the initiative and then take a change of own success.

7. Review their portfolio

Monitoring is critical. Your job is halfway done if you draw a spectacular plan because in absence of a view of finance you may never reach your



goals. Review portfolio helps weed out nonperforming assets maintain asset allocation and helps to invest wisely.

8. Live frugally

"Frugality has its own cost sometimes it last forever"

Looking rich and healthy are two different aspects. Financially successful people do not care about impressing other people with stuff they own. For them living well below means to invest their money and increase their wealth. Expensive things cannot buy lasting happiness.

To reach success you need to find your calling and how well you can perform in field to invest, collaborate and allocate your assets. To achieve financial success all, share a common goal of building wealth and doing more with money but there are different paths to get there, so choose wisely your path. There are countless resources available to you so use them and have success with flying colors.

Unnat Pabbi
BBA

CHANGING VALUE SYSTEM OF PRESENT GENERATION

Thomas Jefferson once said,

"Give up money, Give up fame, Give up science Give up the earth itself, Rather than doing an immoral act."

It is apparent that today's generation lacks social grace. Style has become more important than substance and performance, more necessary than achievement. The words "Character" and "Values" are often used to sermon others. Today, it is the progress in various avenues which actually leads to so much of destruction and violence that even the old value system is degenerating. Families are breaking down, giving rise to a lot of stress and agony to everyone. The social anarchy prevailing in the country leads us to think about our social system. The chaotic environment around and the ineffective education system are responsible for the indiscipline among the students, who are aware of their rights but do not want to do duties and take responsibilities. I pray to thee O lord that let your love and kindness guide our young generation.

SudhanshuVerma
MBA

French Article

WHO IS SHE?

*She is the universe,
She abounds the creation,
A sea of endless emotion,
An epitome of patience,
A storehouse of resistance.*

*A figure beyond any definition,
An embodiment of perfection,
Carrier of all worlds pains,
She is a mixture of beauty and brains.*

*She is the other half of humanity,
An abundance of peace and piety,
A laurel tree which produces fruits,
Fruits of love, happiness and gaiety,
She is the universal giver,
A symbol of mother-figure.*

*She is the most harassed and humiliated,
Has to bear the pain of adherence,
A victim of society's dictatorship,
Has to go through all hardship,
She is none other than the female.*

*She is in every girl,
She is in every woman,
She is always under repression,
If She has the ability to construct,
She can as well destruct,
A salute to her,
She deserves our appreciation.*

Arushi Goel
MBA

WAR WITH OURSELVES

Monsters are real. And they live inside us. And sometimes they win. –
STEPHEN KING

It is very easy to babble about the wars while sitting comfortably in our respective corners. But it is the need of the hour to introspect our role to give these wars a lead in reality. The simple reason for any conflict is the difference in perspectives and starve for an indivisible cause. The arena of conflict is on the level that our introspection allows us. Most of the people wonder about the wars taking place between Israel and Palestine or the Syrian conflict as a matter of concern. But it is something that limits us in shackles of a narrower mindset.

This is a vital part of understanding where the fact that two out of three people are victims of depression or at war with himself. This fact cannot be denied that actions of the human beings are not synchronized with their intellect. Space of being in a moment is hindered because every human being is blocking the space by attacking it with pre-occupied thoughts for future.

Every Human being is the purest form of soul and an inevitable part of Almighty. On the contrary part, he has become a participant of rat race striving for money, prestige, power which has no end. He wants to have control on those elements such as body – can he stop himself from ageing but then also having ego for being beautiful than others. Responsibility of the hampered growth and unsuccessful lies with us if we are indulged at war with ourselves. We tend to run from the issues that must be addressed primarily at the forefront till the time they disturb us in every manner. It would be interesting to know that we welcome forty thousand thoughts in a day and dealing with each of them has become a part and parcel of our habits. We fight with those thoughts and entertain them and interesting fact is we connect with them on full part. In short we allow ourselves to be driven by the Virtual World. According to Yog Darshan – “Every hatred that goes out of our mind comes back with full force to us”. Dwelling deep into this statement, this is the contribution of hatred that every human being is making to lead the wars taking place between two nations or society or even between two individuals. We need to see from a broader kaleidoscopic view that the reason for conflict is much more internal and less dependent on external issues. We have to analyze that if we feel the importance of living in a moment that will contribute to spread love and peace all around. This zone of conflict which we are battling with ourselves holds accountable for the wars that take place anywhere in this universe.

Varun Mittal
MBA

Influence of Ramayana on the Life, Culture and Literature in India

The Valmiki-Ramayana is a splendid creation of the sublime thoughts of Valmiki, the seer poet; it serves as a source of eternal inspiration, salutary ideas and moral behavior for millions of people all over the world. It transcends the limitations of time, place and circumstances and presents a universal appeal to people speaking different languages, dwelling in different countries and having different religious persuasions. The *Vedas* and the *Puranas*, along with two great epics, the Ramayana and the Mahabharata, constitute the solid and enduring foundation of an age long and magnificent edifice of Indian culture and civilization. *The ever-lasting appeal of these treatises still influences, to a great extent, the cultural life and behavior-pattern of crores of Indians.*

“The popularity of Valmiki-Ramayana and the voluminous Rama-Literature of many centuries is a monument of idealism in India; its high esteem of moral values and belief in the ultimate triumph of good over evil. In the same way, the enthusiastic response of millions of Indians to the message of Ramacharitamanasa testifies to the deep-seated religious belief and spontaneous piety of the soul of India.”

The story of Ramayana reveals the conquest of good over evil. Valmiki composes the epic, merging religion with morality and statesmanship with common sense, in such a manner that it presents an excellent combination of sociology, philosophy, Arthasastra, history and ethics.

Ramayana left an ineffable and ineffaceable impression on the family life and social life, culture and literature of the people dwelling in various parts of India and various countries abroad.

The Ramayana, being the oldest epic of India, is the store-house of perpetual knowledge as well as an abundant source of information about the social and political atmosphere of ancient India. It occupies a unique place in the realm of literary development and religious thoughts. Moreover, it exerts great influence on the activities and thoughts of the Indian people of the later ages too. It is not only a very popular epic but also an ethical code of the Hindus. The teachings of the Ramayana are easily comprehended because of its ethical contents. The Ramayana teaches us how an ideal king, an ideal father, an ideal mother, an ideal son, an ideal brother, an ideal servant, an ideal husband and an ideal wife should behave in life.

Ramayana is also a mirror of the social life of ancient India.

It shows us that all good attributes like faithfulness, sincerity, obedience, truthfulness etc. are the spine of a civilized social order prevailing in those days. The high ideals of life, as portrayed in the epic, influence the Indian people in daily activities.

Ramayana also influences the religious life of the Indians to a great extent.

Religion is a part and parcel of the social life of a nation, which plays a great role in molding the socio-cultural life of that particular race. The high ideals presented in the Ramayana are revered as religious teachings. Thus, we find that the characters, delineated in the Ramayana, ordinary human beings, are elevated to the rank of gods by the common people of India.

Seven limbs of a state and their enumeration in the Ramayana.

The principal elements, which constitute the political system of a state as mentioned by the political thinkers of ancient India, are seven in number. These seven limbs are known Sapt Prakrti or Saptanga of a state. These are:

- (1) Svamin (king)
- (2) Amatya (minister)
- (3) Janapada or Rastra (territory and the people)
- (4) Durga (fort) or Pura (capital city or fortified capital city)
- (5) Kosa (treasury)
- (6) Danda or Bala (army) and
- (7) Mitra (allies).

A human body has seven indispensable parts or limbs, which cannot be estranged from the body if one desire to keep it fully active, thus, the Saptatmaka Rajya, having its seven limbs, is considered to be a fully expanded state. None of these seven limbs existing independently of or remaining unattached to other limbs of the state, can carry out their respective functions. The all-around prosperity of a state depends upon the joint efforts of these seven limbs.

Science of Polity in Indian context: Indian statesmen and seers pondered different aspects of the science of polity and presented their views on the subject in various treatises. The *Dharmasastra* and *Arthasastra* occupies a prominent place in Sanskrit literature. Different branches of the state administration, including the duties of a monarch, defense and diplomacy, civil and criminal laws as well as the art of warfare and other topics, fall within the domain of Arthasastra, an epithet for the science of polity in Indian context.

Conclusion:

The elements of statecraft as revealed in these works belie the impression that Indian seers are concerned about other worldly affairs only. A thorough study of the statecraft-related issues as revealed in the epic and other works, will be instrumental to prove that the intellectual elite of ancient India considered mundane affairs also as important as matters related to philosophy, fine arts and spirituality. It enables us to gather a comprehensive knowledge about the art of statecraft, aimed at the establishment of a welfare state, which caters to the material needs and moral development of the people dwelling the kingdom.

Grusha Ghai
MBA