



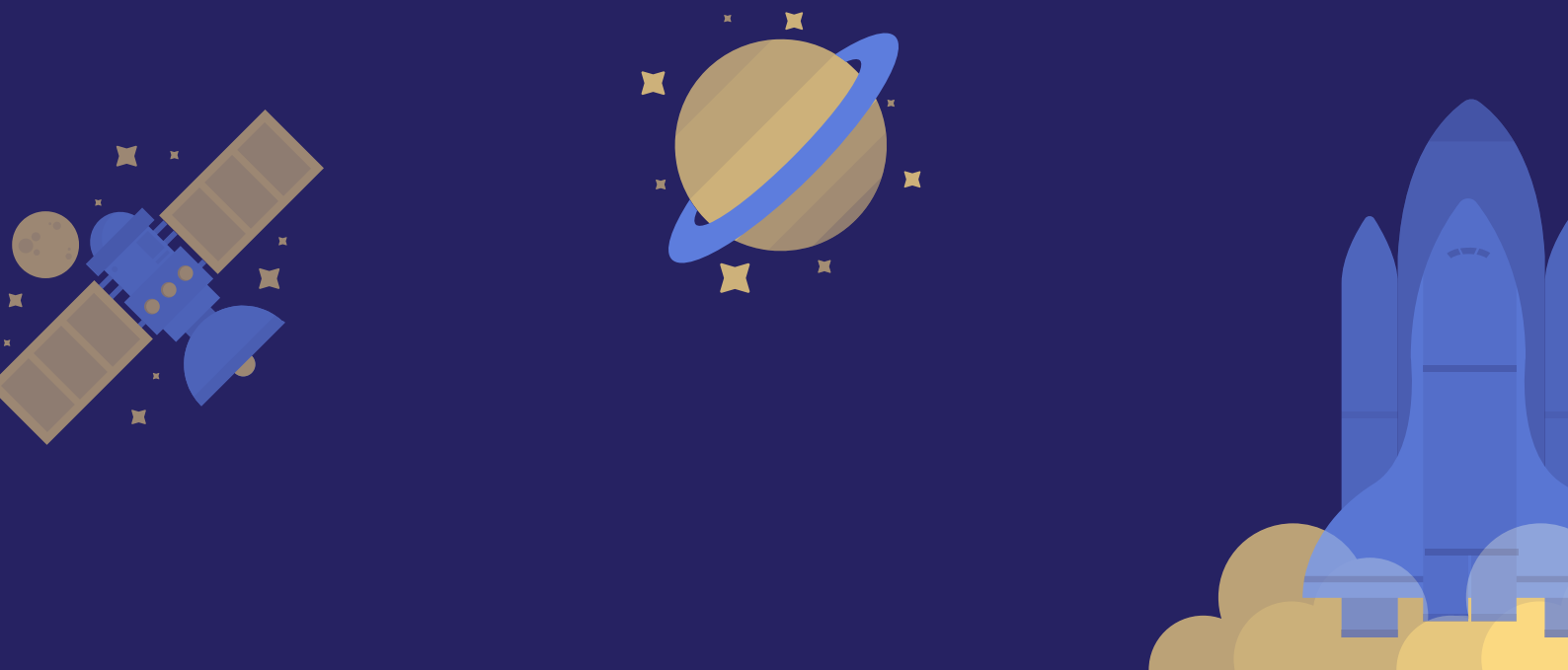
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ISSUE 1



SHORT SUMMARY ON 7 HABITS

• **BY ANKITA BID - PGDM SECOND YEAR**

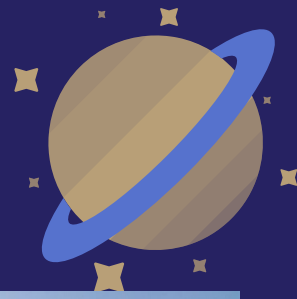
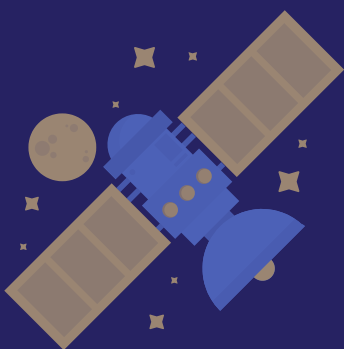
This is the short summary of the book :
The 7 habits of Highly Effective people by Stephen.R.Covey. This book is translated into more than 30 Languages.

Habit 1 : Be Proactive Focus on the things you can actually do something about. Change starts from within, and highly effective people make the decision to improve their lives through the things that they can influence rather than by simply reacting to external forces.

Habit 2 : Begin with the End in Mind Begin everything you do with a clear picture of your ultimate goal. Develop a principle-centered personal mission statement. Extend the mission statement into long-term goals based on personal principles.

Habit 3 : Put First Things First Manage your life according to your needs and priorities. Spend time doing what fits into your personal mission, observing the proper balance between production and building production capacity. Identify the key roles that you take on in life, and make time for each of them.

Habit 4 : Think Win-Win Integrity: Stick with your true feelings, values, and commitments Maturity: Be considerate of the feelings of others Abundance Mentality: Believe there is plenty for everyone. Seek agreements and relationships that are mutually beneficial. In developing an organizational culture, be sure to reward win/win behavior among employees and avoid inadvertently rewarding win/lose behavior.



The 7 habits of highly effective people



Habit 5 : Seek First to Understand, Then to Be Understood Learn how to communicate clearly and listen to others. Stephen Covey presents this habit as the most important principle of interpersonal relations. Effective listening is not simply echoing what the other person has said. Rather, it is putting oneself in the perspective of the other person, listening empathically for both feeling and meaning.

Habit 6 : Synergize "Two heads are better than one." Through trustful communication, find ways to leverage individual differences to create a whole that is greater than the sum of the parts. Through mutual trust and understanding, one often can solve conflicts and find a better solution than would have been obtained through either person's own solution.

Habit 7 : Sharpen the Saw Allow yourself to grow by maintaining a balanced program in the four areas of your life: physical, social/emotional, mental, and spiritual. Take time out from production to build production capacity through personal renewal of the physical, mental, social/emotional, and spiritual dimensions.



Interesting facts about TATA Group

BY TAPASWINI REDDY - PGDM SECOND YEAR

Fact No. 1: Started as a trading company

Jamsetji Tata created the Tata Group as a private commercial enterprise in 1868. He had few dreams at the time: establishing an iron and steel industry, a one-of-a-kind hotel, a world-class learning institution, and a hydroelectric project. When we look at the Tata Group now, we can see that it has over 100 operating firms in over 100 countries, with 29 of them being publicly traded.

Fact No. 2: Huge workforce powering this conglomerate

A competent workforce is required to manage such a company. Over 7,50,000 individuals work for the Tata Group. More than Toyota, Coca-Cola, Microsoft, and Google put together. Tata Consultancy Services has more than 30,000 people in North America, which is more than double the combined workforce of Google (5,000) and Microsoft (8,000) in India.

Fact No. 3: The first dream – a unique hotel

The Taj Mahal Hotel on Mumbai's Colaba waterfront debuted in 1903, making it India's first hotel with electricity. Indian Hotels Company Ltd., a Tata Group company, owns the Taj Mahal Hotel. Its portfolio includes hotels, resorts, jungle safaris, spas, and in-flight food. With approximately 20,000 rooms and 25,000 staff, it operates 196 hotels in 80 sites throughout 12 countries.

Fact No. 4: Setting up steel plants

Dorabji Tata, Jamsetji's oldest son, became chairman after his father's death in 1904 and founded the Tata Iron and Steel Company (TISCO) in 1907. Tata Steel is the company's current name. It is one of the world's largest steel producers, with an annual steel capacity of 34 million tonnes.

Fact No. 5: Serving refreshing tea to the world

Tata Tea has a 20% market share in India, making it the country's largest tea manufacturer by volume. Tata owns Tetley, the largest brand in Canada and the United Kingdom, as well as the second largest in the United States. Tata Consumer Products, which is traded on the BSE and NSE, owns all of these brands

Fact No. 6: Connecting people

Tata Communications has the world's largest and most sophisticated underwater fibre network, which handles over 30% of all internet traffic. It links four out of every five mobile customers on the planet. That's actually bringing people from all around the world together. Interestingly, whereas other companies fell during the epidemic, Tata Communications rose sharply, owing to people staying at home and using more internet than previously.

Fact No. 7: Making your life cool

Voltas air conditioners can be found in business buildings, apartment complexes, and even private residences. Tata Group owns Voltas, India's leading air conditioning brand. Many worldwide projects have been completed, including air conditioning at the world's tallest structure, the Burj Khalifa, the Ferrari World Theme Park, and the Etihad Towers in Abu Dhabi.

Fact No. 8: Gracing mankind with jewels

Titan Company Ltd. is the fifth-largest wristwatch producer in the world and India's premier watchmaker. Along with timepieces, the firm also produces eyeglasses under the Titan Eye Plus brand and jewellery under the Tanishq brand. Titan has been one of Rakesh Jhunjhunwala's multibaggers, having been purchased for barely Rs. 3 and currently selling at over Rs. 2,499.

Fact No. 9: India's largest automobile manufacturer

Tata Motors has a 75-year history of former excellence, ranging from engine manufacture to competing with major car companies. It serves as the foundation for Indian Army vehicles. Tata Motors owns Jaguar and Land Rover.

Fact No. 10: Lighting up lives

India's largest integrated power firm is Tata Power. In 1915, it built India's first hydroelectric power station. It has a clean energy portfolio of 30%. Tata Power has operations in Singapore, Indonesia, Bhutan, and South Africa, among other places.

Fact No. 11: Leading the IT services industry

Tata Consultancy Services was the first Indian business to have a market capitalization of \$100 billion in 2018. TCS was instrumental in the redesign and upkeep of the UIDAI portal.

Fact No. 12: Owning a salt company

British Salt, the UK's major maker of high purity salt products, is owned by Tata. It's great that an Indian corporation owns British salt.



Men, no shame in crying.

BY TAPASWINI REDDY - PGDM SECOND YEAR

Bold, clever, disciplined, facing hardship alone are the characters that reveal a lot about what is regarded to be perfect manly behaviour in our society. Men are conditioned to believe that expressing their emotions is contrary to their male identity from an early age. Men, in particular, are persuaded that crying in front of others will compromise their masculinity. Men are taught to hide their emotions, but it doesn't indicate they don't have them.

Every second of anxiety at each major stumbling block,
A player who hasn't had a break
It's natural in losing,
But don't point the blame by mocking.

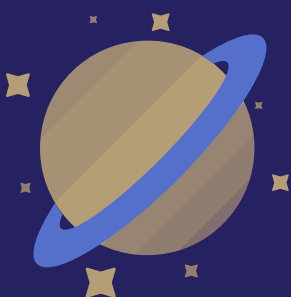
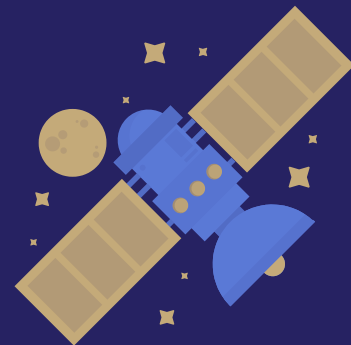
A boy, a strong guy, a warrior, a man of strength,
But when called upon, will ask for a helping hand.
But don't make fun of them because,
Beneath this manliness, even he has existence.

They don't measure the distance or weigh the responsibilities that hang over their head.
They are exhausted from the start to the last breath of their journey,
But not to be called weak.
Because, beneath this masculinity, he is also a human being.

They exist to earn money, and they have a name if they make money.
They defeat the sweat through continuous slave away
Do not compare them to the rest of the persons,
Because behind this manliness, they are simply a human.

By taking care of those that are close to them,
They were burdened and said to share the load with them,
But we labelled them incompetent,
Yet beneath this manliness, they are also human beings.

Can we hear what they are expressing with their heart?
Because behind this manliness, they are merely a human being, they have worries, aches, sadness, emotions, and even the desire for empathy.





Short Story : Perseverance Wins

BY PRIYA KRISHNAMOORTHY

Shruti Solanki always had tears in her eyes when she thought about it. She had failed five times to qualify in a singing competition in college and could not forget it at all.

She had a great passion for singing and was definitely talented but there were scores of students who were talented too.

She studied in a reputed college in Mumbai that held an annual college fest, which presented the best of singing and dancing talent every year. It was for the singing competition that Shruti had auditioned for and failed to make it despite being given five chances.

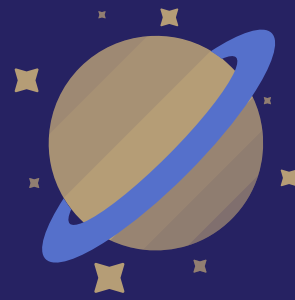
Now, Shruti was a persevering soul and she started talking positively to herself. She thought, if not this year, I can make it next year. I'll stun the college with my superb singing talent.

Thinking thus she began practising singing for four hours daily and this went on for a year. It was now time for the annual fest again and Shruti breezed through the audition and went on to win the first prize in the singing competition. She was praised heavily for her exceptional performance and was noted for her amazing talent.

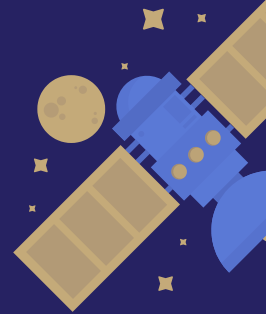
Shruti's face now beamed with happiness and she appreciated herself for her perseverance and consistent hard work.

Her family and all her friends were now huge fans of her singing and her attitude. Shruti never forgot what had brought her laurels and promised herself that she would not change for a lifetime. Perseverance truly wins.





- Q 1.** Which global electronics manufacturer is doing an IPO of its Indian subsidiary Bharat FIH?
- Q 2.** What is the name of Flipkart's social commerce platform that allows individuals to sell grocery and other items to their friends and family using an app and earn a commission?
- Q 3.** Which company has bagged the Indian and South East Asian distribution and manufacturing rights for the Reebok sports brand?
- Q 4.** It is rare for a shampoo to claim that it is slow in acting on hair fall. Which shampoo uses the tagline 'Time lagega , par baal bachenge'?
- Q 5.** In which University abroad has the Poonawalla family (Serum Institute) given 50 Mn pounds to create a centre named after them to develop vaccines?
- Q 6.** The Shriram Group is merging all its finance units Shriram Transport Finance, Shriram City Union Finance and Shriram Capital into one entity. What will be the new entity called?
- Q 7.** Which company with its Treo and Alfa models of Electric three wheelers has become the leader in this small but fast growing niche?
- Q 8.** Among the following leading crypto exchanges that trade in cryptocurrencies, tokens, NFTs and derivatives which is the only exchange listed in US?
- Q 9.** Which model of car has had the longest production run of 86 years in the history of the global automobile industry?
- Q 10.** What does the slang term 'Betamax' mean?
- Q 11.** The sponsors of the Olympics like Coca Cola, P&G, Intel etc have said they support human rights as well as the Olympics. Human rights activists say China is using the Beijing winter Olympics to hide their abuses and show the world approves it. What is the term for this abuse?
- Q 12.** Which businessman has been named the Time Magazine Person of the year for 2021?



Dreams are always yours...

BY AMISHA KADAM - PGDM FIRST YEAR

How wonderful it is to dream, in the colorful world of dreams where we are suddenly lost, sometimes laughing, sometimes frightening. These dreams have nothing to do with reality. Sometimes nightmares don't even come to mind during the day. That is, there is an invisible line between dreams and reality.

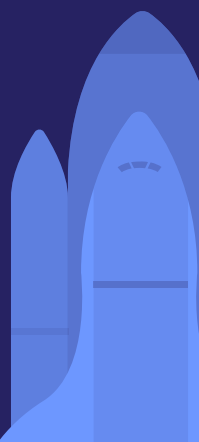
There are some different dreams that we see with open eyes. This dream is a succession of images and ideas. Some people have such dreams and get lost in the same imaginary world. But those who are successful in life are the ones who not only paint their life-changing dreams, but also pursue their dreams like crazy. And in the end, they achieve their dreams and reach the pinnacle of success. For example, at the age of 17-18, Saint Dnyaneshwar dreamed of translating Bhagavad Gita into Marathi, and the best book in Marathi was created. That is Dnyaneshwari.

I also dreamed of giving all the happiness to my parents. My parents have worked hard to shape my future. I am very close to my parents. It is not my dream to have a high paying job, to make a lot of money. So I want to give my parents respect and love, which they deserve. To make my parents feel proud, I must achieve success. Because I have seen their struggle with my own eyes. They have struggled a lot so far. But not now. Now I want to let them have no worries. Next I just want to stand on my feet and always see them happy.

There is only one picture in my eyes. My happy family. All that I have earned on my courage and all the happiness should be in front of my parents. Yes, This is my dream, to keep them happy forever. I have experienced so much compromise in middle class families. That month's salary, to run the month by saving in it, sometimes by borrowing, sometimes by doing something else. Despite all this, my parents never let me down. It is said that children in middle class families never need Motivational videos, because it is their circumstances that motivate them to change their lives.

I have created a picture of my life and I will fill it with the color of happiness as I want. The dream of this colorful picture has affected my mind so much that I can do anything to fulfill it. I will work hard, I will study hard, I will pursue my dreams till the end and in the end I will fulfill my dream. This is the belief of my parents in me and this belief that I will never let it lie is my belief in myself.

Dreams come true for everyone. Wake up and work towards realising your dreams.





#AlumniCorner



Shubham Gholap, PGDM -Marketing 2018-20



Shubham Gholap, PGDM -Marketing 2018-20, batch now working with Kotak Securities Ltd. has won the prestigious Certificate of Achievement (Managing Director's award) for the financial Year 2020-21.

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