

# Prabodhan

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**'Decay is inherent in all compounded things, work out your own salvation with diligence'.  
- Gautama Buddha**

## "Buddha" His life and lessons

When we talk about India's happiness index it has witnessed a drop to a 140th place this year as compared to 133rd place in 2018. Today we are running after all sort of materialistic things, and yet not being satisfied with what we have. We usually say संतोषमपरमसुखम्, but do we actually follow this in our life or can we find some answers from the life of Buddha, for real happiness, for salvation, for Buddhahood?

According to different schools of thought, the historical Buddha lived from 563 to 483 B.C. The Buddha's parents were Suddhodana, king of the Sakyas, people living on the Indian borders of Nepal, and his wife Maya. According to legend, just before her conception Maya (his mother) had a dream in which a white elephant entered her womb. Wise men prophesied that this meant that her future son would either become a 'World Sovereign' known as a Chakravarti or a Sage (Buddha). His father, evidently thought that any contact with unpleasantness might prompt Siddhartha to seek a life of renunciation as a religious teacher, and not wanting to lose his son to such a future, protected him from the realities of life. He was married when he was just 16 years to a beautiful girl named Yasodhara who was the daughter of King Suppabuddha, and Amita, sister of the Buddha's father. At the age of 29, Yasodhara gave birth to their only child, a boy named Rahula. However, one day when riding outside the palace grounds, the future Buddha saw four things that deeply disturbed him; an old man, a sick man, a dead man and finally a wandering holy man who had given up his home and family to search for knowledge. On the 7th night of the birth of his child Rahula, the Prince left the palace in search of enlightenment (prabodhan).



### The Enlightenment

Wandering in the forest with five other holy men Siddhartha followed a very strict regime of fasting and deprivation until he almost starved to death. Realising at last that he had failed to acquire spiritual knowledge by such extreme means he resolved to seek it by a moderate 'Middle Way'. He took food and seated himself under a Bodhi tree or 'Tree of Wisdom', vowing not to move until he had gained enlightenment and finally solved the mystery of human suffering. Mara, god of the world, sent his demon armies to prevent him as if Siddhartha succeeded, this would weaken Mara's kingdom which was founded on deaths and rebirths. After Mara's army fled, Siddhartha entered deep meditation and through the following night had a succession of realisations that culminated in a final understanding of the cause of human suffering and sorrow. He saw his own successive re-births, how all beings passed into the higher and lower worlds and finally how craving, desire and ignorance are the cause of the process of re-birth. With this realisation he became a Buddha which means 'Awakened One'. He remained for seven days under the Bodhi tree or 'tree of wisdom'. He gave his first sermon in a deer park in Sarnath



### Lessons from his Life:

बुद्धशरणं गच्छामि। (I take refuge in Budha)

धर्मशरणं गच्छामि। (I take refuge in dharma)

संघशरणं गच्छामि। (I take refuge in sangha)

The first one 'Buddham Sharanam Gachchami' denotes that the disciple is now surrendered to the Buddha, the enlightened one. Next is 'Dharamam Sharanam Gachchami', the disciple now surrenders to the Dharama. The last and the third one is 'Sangham Sharanam Gachchami', Sangh of what, Sangh means the club of all enlightened ones. Those who have attained enlightenment till date, the club of them.

### The Noble Eightfold Path



**Right thought** denotes the thoughts of selfless detachment from being biased. **Right understanding** is the understanding of things as they are. According to Buddhism there are two sorts of understanding. "Knowing accordingly" (*anubodha*) (What we generally call "understanding") is knowledge, an accumulated memory, an intellectual grasping of a subject according to certain given data. It is not very deep. Real deep understanding or "penetration" (*pavedha*) is seeing a thing in its true nature, without name and label. This penetration is possible only when the mind is free from all impurities and is fully developed through meditation.

### ETHICAL CONDUCT

**Ethical conduct:** -According to Buddhism, for a man to be perfect there are two qualities that he should develop equally i. e., wisdom and compassion which are inseparably linked together. **Right speech** means abstention (1) from telling lies, (2) from backbiting and slander and talk that may bring about hatred, enmity, disunity, and disharmony among individuals or groups of people, (3) from harsh, rude, impolite, malicious, and abusive language, and (4) from idle, useless, and foolish babble and gossip. When one abstains from these forms of wrong and harmful speech one naturally has to speak the truth, has to use words that are friendly and benevolent, pleasant and gentle, meaningful, and useful. **Right action** aims at promoting moral, honourable, and peaceful conduct. **Right**

**livelihood** means that one should abstain from making one's living through a profession that brings harm to others and should live by a profession which is honourable, blameless, and innocent of harm to others.

### MENTAL DISCIPLINE

**Right effort** is the energetic will (1) to prevent evil and unwholesome states of mind from arising, and (2) to get rid of such evil and unwholesome states that have already arisen within a man, (3) to produce, to cause to arise, good, and wholesome states of mind not yet arisen, and (4) to develop and bring to perfection the good and wholesome states of mind already present in a man. **Right mindfulness** is to be diligently aware, mindful, and attentive with regard to (1) the activities of the body (*kaya*), (2) sensations or feelings (*vedana*), (3) the activities of the mind (*citta*) and (4) ideas, thoughts, conceptions, and things (*dhamma*). **Right concentration** leading to the four stages of *Dhyana*, generally called trance or *recueillement*. Thus the mind is trained and disciplined and developed through right effort, right mindfulness, and right concentration.

From this brief account of the life, enlightenment and noble eightfold path of Buddha, one may see that it is a way of life to be followed, practiced and developed by each individual. It is self-discipline in body, word, and mind, self-development, and self-purification. It has nothing to do with belief, prayer, worship, or ceremony. It is a Path leading to the realization of Ultimate Reality, to complete freedom, happiness, and peace through moral, spiritual, and intellectual perfection. Are we ready to be on the path of Buddhahood? Are we ready not only to chant बुद्धशरणं गच्छामि but also to mean it?

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- Pankaj Dhaundiya (Ph.D.)



## Role of Privately funded Universities in Higher Education

Much have been said and written about declining quality and irrelevance of higher education in India. Over regulators, affiliating university system and scarcity of funds are major contributors to the present state of higher education. Very few institutes of higher education in India are known for quality education and getting into these institutes is extremely difficult. It means in terms of percentage of marks if you are not at the top of the heap you will be deprived of quality education. Students today demand quality education with assurance of employability, therefore they are not willing to study in state funded institutes even though the cost of education in these institutes is low. Students are prepared to spend more for quality education. In the present situation privately funded universities are all set to bridge the gap between demand and supply of quality education. These universities can be progressive and more innovative as they are free from over regulators and drawbacks

of affiliating system. Privately funded universities are bound to lead the change for the next few decades. They need to have world class infrastructure, excellent faculty and above all good governance to survive and grow. Thus running high quality institutes requires resources which call for huge investment. It is very expensive to maintain world class labs and world class faculty. Therefore the fees for privately funded universities run into lakhs. At global level higher education is becoming marketing commodity. Many foreign universities are entering into Indian education market. These privately funded universities will have to compete with them. The competition is of offering quality education recognised at global level and relevant to local needs. As these universities are run mostly on collection of fees from students, they have to attract students which is possible only if they deliver quality.

- Dr. K. B Patil

## From : Stephen covey's Principle centered leadership; 2001;

**Principle** - centered leadership provides the principles and application tools necessary to activate the two ingredients most essential to the quality process: leadership and people. Principle Centered leadership applies to individuals and to any human relationship enabling them to achieve worthwhile purposes of greater love, peace, harmony, cooperation, understanding, commitment and creativity.

The first fundamental transformation of thinking required of a leader is to develop new basic attitude towards the intrinsic dignity and value of people. To achieve total quality managers must become leaders to motivate people to contribute ideas, creativity,

innovative thinking, attention to detail and analysis of process and product at the workplace. Of all the component resources that make up any business system or process are the people. People are unique no two are same. Leadership focuses more on people than on things. Through empathic communication we gain a clear understanding of another's needs, ideas and basic paradigm. With synergy comes the crowning achievement of total quality. Through synergistic problem solving the thorny issues of today and tomorrow are addressed with constancy of purpose. The challenge of leadership is to elicit from every employee his best.

- Dr. Shobha Shinde

## RTI is beneficial for the common people of the country of India

I have recently learned about RTI, i.e. Right to Information, in one of my subject India Socio Political Economic and current affairs of in which I came to understand how a RTI can be beneficial for the citizens of India if used with wisdom. Every act have its pros and cons so it with RTI also, anyhow giving a brief introduction about RTI, RTI is a Fundamental Right guaranteed under Part 3, Article 19 (1) (a) of the Constitution of India. RTI gives the right to the every citizen of India to seek information within 30 days from Public Authorities of the country with a very nominal fees. It promotes transparency and accountability in the working of every public authority. It also increases public awareness about

the other rights of the citizens and about the problems of the country like corruption, scams of government, etc. Citizens can ask for any such information and can take further legal actions with the help of the information sought to protect their interest. An applicant who desires to obtain any information under the RTI Act can now make a request through Web Portal of RTI. I too have filed a RTI regarding one of the significant issue and waiting for my reply.

- Ms. Aditi Goyal

B. Com(Hons.) 1 st Year



## Lessons from Bhagvad Gita/Krishna



One of the greatest contributions of India to the world is Holy Gita which is considered to be one of the first revelations from God. The management lessons in this holy book were brought in to light of the world by divine Maharishi Mahesh Yogi and Sri Sri Ravi Shankar. Maharishi calls the Bhagavad-Gita the essence of Vedic Literature and a complete guide to practical life. It provides "all that is needed to raise the consciousness of man to the highest possible level." **Bhagavad Gita is an epic scripture that has the answers to all our problems. It was considered a spiritual dictionary by Mahatma Gandhi and was a book of inspiration for many leaders of the Independence movement. Take a look at some of these Bhagavad Gita lessons you can use to bring your life on the right track.**

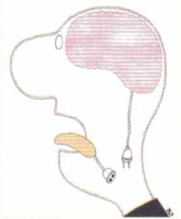
➤ Success brings joy, content, pleasure to one's life and Failure makes you feel disheartened. However how do we measure Success? Krishna says that the parameters for **success and failure** are to be decided by us. You have to decide what does Success mean to you. Do not go by the definitions of Success set by the world. He says that I don't get defeated by the success of my opponent, I get defeated by my own belief. When I lose self confidence, when I don't have faith in myself, that's the time when I lost. So not passing your exams is not a Failure, but not trying to study them, understand them is surely a Failure.

➤ Every individual has secrets to his life. Krishna says that, the biggest weakness of any individual are his secrets. If anyone comes to know your secrets, he might bully you, may try to take an undue advantage out of it. Hence better is '**Do not Reveal your secrets to anyone**'. Neither friends nor foe. Since you don't know when a friend of yours might become an enemy. Vibhishan was Raavan's brother. He knew the secret of death of Raavan. Had he not revealed this to Shri Ram, Raavan would not have ever died probably.

➤ Nature has given us Five sensory organs. Eyes, Ears, Nose, Skin and Tongue. Krishna says, did you ever notice that we have 2 eyes, 2 ears, 2 nostrils and skin all over the body. However we have only 1 tongue. Probably because the nature wants us to **Talk less**. One

needs to connect your tongue with your brains before you speak. Most of the communication theories also say that the role of non verbal communication is more important, and that listening to be given more importance than speaking. More talking can invite more Problems.

Make sure it's connected before you start talking.



➤ Fate has a role to play in our lives, but actions play much more an important role. Once a Trader left his home to meet the King of the kingdom. A cat crossed his road, so he called off his journey. He lost the opportunity to meet the king and his business suffered. Another Trader who experienced the same thing, decided not to give up and went further to meet the King. The king was pleased with him and his trade boomed. It is all in our thoughts. Hence it is very much essential that you have **Positive thoughts** and your course of action should meet your thoughts. You cannot keep waiting for good things to happen to you. One has to strive for it, to enjoy the fruits. A farmer cannot only keep praying for good rainfall and himself do nothing. If he does not sow the land or readies it, any amount of rainfall will not be of gain. Students should be similarly ready to put efforts in studies. Just praying to the Lord, will not help.



➤ **Being away from your close ones is sometimes essential for progress.** Small bushes growing in the shade of huge trees never themselves gain height. Krishna says, it is quite obvious for parents to want their children take the same profession/business as their own. Since they know the path, they want things to be easy for children. But Krishna says, by doing this you are cutting their wings to fly. You will make them weak rather than strengthen. What's wrong in the child following suit his parents? Firstly, we all will agree the business/professional traits change over a period of time. Hence what applied then, may not apply today. Second each individual has his own potentials and weakness. Despite being your child, his strengths and weaknesses are gifted to him by God. So he may not succeed in what you did. And most importantly as said earlier, facing challenges will make him tough for life and he will develop his own wings.

➤ Life is not predictable and you cannot pre plan your success. Even if you plan, you might have to modify. A mountaineer before climbing a mountain may design a strategy. But do you think that success will be achieved only by following the same strategy. As he climbs, he may come across new problems, which he may not have thought of. For which he will have to redesign his strategies. One cannot restructure the shape of a mountain to suit his strategies, he will have to modify his strategy to suit the structure of the mountain. Similarly don't try to modify life according to you, since you have no control over it. **Rather modify yourself to adjust the life.**

➤ Knowledge can be gained only if you are ready to surrender yourself. A pot already full with water to the brim, cannot further taking anything inside. So first of all be ready to accept and have faith. Unless that is there, you would not gain any knowledge. There are lots of obstacles to learning- Doubt, Ego, Jealousy, Restlessness, etc. Krishna says that when you are ready to surrender, all these ill thoughts will be killed, your mind will get calm and will allow you to accept. **Key to learning** is not your guru, but your devotion and faith in your guru

➤ **Time is precious.** Make full utilization of your present moment. Krishna says Life is only in Present. Do not recall your past. What is gone will never come back. Stop worrying about your future, something which you don't have control on. But live your present, else it will turn into past soon.



जीवन न तो भविष्य में है न अतीत में, जीवन तो बस इस पल में है .

~Lord Krishna

➤ People keep complaining for lack of time. But remember all the successful people in the world, had the same number of hours as you do. People are too busy with their daily chores, jobs, etc. At the end of the day they are tired and when don't find time for the things they love to do, they feel stressed. Krishna says, Rather **choose what you love to do**. Make your passion, your liking, your work. When that happens you would not do it as work, but the work itself will become joy.

➤ Every human possess some or the other weakness. It could be unable to remember lessons, physical disabilities, or anything else. Weakness within you are either by birth or due to circumstances on which you had no control. However with constant efforts you can improvise on them. But Krishna says, Don't be disheartened, even if you are unable to overcome them. **Concentrate on the positives that you have.** As Bhagvad Gita says, निराश मत होना ,कमजोर तेरा वक्त है, "तू नहीं "

➤ Krishna says, **do not copy anyone.** You might pass your academic exams by copying, but never in your life will you succeed. It is because the Questions that are asked in the question paper are all the same, but the questions that life imposes upon each one are altogether different. The questions will differ, the circumstances under which you face them will not be the same and so the strategy you have to adopt cannot be the same. Learn to face the problems, try to fight the situations on your own and develop an ability to solve your own problems.

➤ Have you ever seen how huge a Banyan tree is. Have you also seen the size of the seed from which it grows. A tiny seed grows into a huge tree with branches, leaves, aerial roots spread allover, over a period of time. The seed lets the trunk grow, it lets the aerial roots to grow. These roots then provide further strength to the tree. Thus Krishna says, That **whatever good you do to people, will tomorrow only come back to you. It will add strength to your life.** Infact the good that you do, probably would be the only way, You will continue to live, even after your death



– CA. Kunal Pasari





**Mishtha Arora,**

BBA 1<sup>st</sup> Year, Chandigarh

Providing world class education has always been the forte of NMIMS and that is why it is ranked No. 1 B-School in India. NMIMS helps students to develop their communication and conceptual skills through numerous individual as well as group activities. NMIMS has helped me to develop my personality which has boosted my confidence to face the real challenges in life.



**Kshitij Yadav**

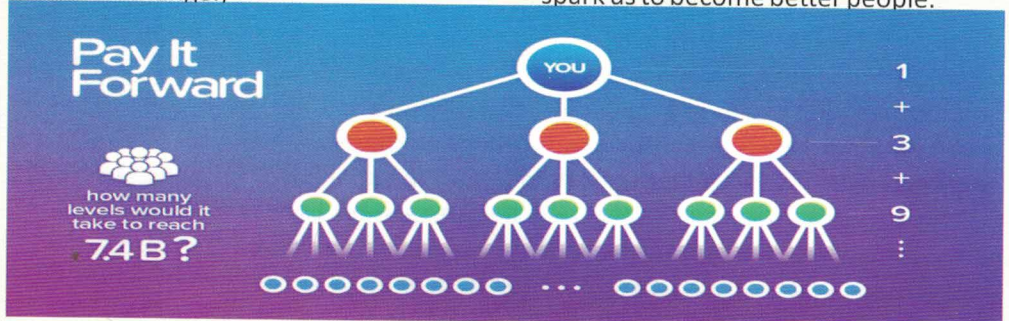
B. Com(Hons.) 1<sup>st</sup> Year  
Ghaziabad NCR

In NMIMS Dhule, we are encouraged to participate in many outdoor activities and inter-collegiate competitions. Among one of them was TECH FEST 2018 which was organised by IIT Bombay in Dec 2018. I personally take this opportunity to thank management at NMIMS to encourage and grant me permission to attend this program which has not only increased my conceptual knowledge but also helped me to develop my human relation skills.

## Pay it Forward Model : The Domino Effect of Goodness

Winston S. Churchill famously quoted *"We make a living by what we get. We make a life by what we give."* This is the premise of Pay it Forward Model: The Domino Effect of Goodness. In film *Jai Ho*, where Salman appears as a crusader against corruption, he says, "Aap thank you mat kahiye... uske badle mein teen logon ki madad kijiye... aur un teeno se kehna ki woh teen aur ki madad karen... duniya badal jayegi." (Don't thank me, rather you do a good turn to three others and ask them to help another three people each... the world will change.)

Many of you may have seen the movie 'Pay It Forward' starring Kevin Spacey, Helen Hunt, Haley Joel Osment or have read the novel of the same name by Catherine Ryan Hyde. It is a story about a young boy named Trevor played by Haley Osment who did 3 good deeds for others in need. In return, all that he wanted was that they pass on the good deed to three other people and keep the cycle going. One good deed might not seem like much, but if everyone did something good for someone else, then the cycle of generosity and kindness can spark us to become better people.



### How does it work?

Do between one and three good deeds for others without asking for anything in return. Instead the recipient should be instructed to *pay it forward* to someone else in need. The domino effect of goodness has been looked at in a scientific way, with researchers citing that generosity among strangers can be socially contagious. If you receive or observe and act of help, you will be more likely to help others, even if your own action won't be directly reciprocated or rewarded.

#### How to Pay it Forward?

##### Donate your school text books:

Donate your school text books to your financially weak juniors once you have been promoted to the higher class. Request him to donate it forward once he gets promoted to the higher class.

**Offer your services to the needy for free.** There are many teachers who offer their services entirely for free for those who are in need. You could do the same by sharing your service for free and ask the person to carry it forward instead of

paying for it or saying thank you.

##### Ask for donations or tree plantation instead of gifts:

Many people wonder how they can do something good without having to spend money. Well, by asking people to donate for a good cause or planting a tree instead of buying you a birthday/festival/wedding gift, you can do a good deed without having to spend anything.

##### Compliment atleast 3 People everyday:

Compliment 3 people everyday and when they offer to say thank you ask them to compliment 3 others and carry this chain forward.

The idea behind paying it forward is that whenever you benefit of a good deed, you let others participate by doing a (random) good deed, instead of repaying the benefactor. However, you don't necessarily have to wait until someone does you a good deed. You can also be the one who starts paying it forward, the one who sets it all in motion.



**Shruti Tripathi**BBA 1<sup>st</sup> Year

Mumbai Maharashtra

I represented my college at MOOD INDIGO 2018 and I am really grateful to all the faculty for supporting me whole heartedly which enabled me to be one of the winners. I still remember the day when I came back to the college after the event, the words of appreciation from my teachers made me realize that win is more than my individual achievement.

**Pratibha Chaudhary**BBA 1<sup>st</sup> Year

Jamshedpur Chattisgarh

I being a secretary of E-Cell Committee have learnt a lot through various activities which were conducted at NMIMS Dhule. My overall experience has been fantastic as I have sharpened my communication and managerial skills and also learnt how to work in teams.

The thrill of paying it forward is that you do something really good for someone who did not at all expect this kind act. You don't necessarily have to pay it forward only to people you know. Quite the contrary, you can pay it forward to basically every individual that you can somehow get in touch with. Doing a good deed to an unsuspecting stranger

is a beautifully selfless act. Not only will it remind them that this world is full of selflessness, generosity, and kindness. It will also encourage the benefactor to be kinder and more compassionate to others.

- Mr. Rajendra Agrawal

## Mutual fund investment

The mutual fund industry is still under-penetrated. Technology has enabled the industry to reach out to a larger audience via websites and apps but there is still a lot to be done. There are efforts put in by fund houses to reach out to the farthest corners of the country via technology offerings or opening of branches in newer under-served locations.

Secondly, investor education initiatives need to continue and need to maintain the momentum along with the help of AMFI and SEBI. After 25 years, SIPs today have become synonymous with mutual funds and are the preferred way to invest. Although, equity remains the primary asset class for the retail investor, the next level of growth needs to come through promoting the other side of the coin i.e. debt mutual fund schemes.

### Some mutual fund nuggets

Sebi abolished the entry load on mutual fund investments. Entry load was a fee that was deducted at the time of investment. Prior to the ban, fund houses were charging 2 to 2.5 per cent of the initial investment amount as entry load.

Sebi announced direct plan for all then existing mutual fund schemes. Direct plans were launched with effect from January 01, 2013. Direct plan means investments not routed through a distributor. They have lower expense ratio as there is no commission to be paid to the intermediaries. These are well-suited for DIY investors.

Sebi asks mutual funds to benchmark their schemes against Total Return

Index (TRI). TRI takes into account all dividends/ interest payments that are generated from the basket of constituents that make up the index in addition to the capital gains. Earlier, mutual funds were using the price return variant of an index. It captures only capital gains of the index constituents.

Finance minister, in his budget speech, announced that long-term capital gains exceeding Rs 1 lakh arising out of equity-oriented mutual funds will be taxed at 10 per cent without indexation. All gains upto January 31st 2018 were grandfathered, though. Earlier, the long-term gains on equity investments were exempt from tax.

### **For retail investors looking to invest in mutual fund.....**

Investments should be made for your financial goals. Markets go through phases, but one should only concentrate on the goal for which investment is done. So, if goals are 5-7 years away, then equity remains the best asset class and for any period less than that, debt mutual funds serve well.

The standardisation put in place today makes debt products simpler for investors to understand and invest as per their risk appetite and time horizon.

As in any investment decision, the factors such as financial goal, asset class, risk appetite and time horizon play a vital role here too.

- Mr Subramaniyan



**Aditi Goyal**

B. Com(Hons.) 1<sup>st</sup> Year  
Neemuch, MP

The college has provided us with all the facilities one could think of. As we are away from home and family, college has taken all the efforts to make us feel at home. During our projects I have visited

Deesan Agrotech Limited, Jain Farm fresh Ltd, and Yamaha Dealership, where me and my team-mates communicated and interacted with the management of these companies. These experiences have helped us in understanding how an organisation works and market their products globally.

**Hrithik Mundra**

B. Com(Hons.) 1<sup>st</sup> Year  
Chattisgarh

NMIMS is committed to provide a global platform where learning is a continuous process and an endless game. During our first year we participated in many discussions on contemporary issues which have helped us grow immensely. This partnership between students and teachers is getting stronger day by day and I am sure it will pave the way for our triumph.

## Entrepreneurship with a Social cause

In the last couple of years we have read a lot about Start up India, Make in India, Skill development programme, etc. the various flagship initiative under taken by the Central Government to promote entrepreneur which can solve the big problem of unemployment in the country. We are attracting a lot of FDI in the country, we have hopped a bit in Ease of doing business criteria. Consequently we have see many young new entrepreneurs who have done a remarkable work in their respective arena, among them few are also social entrepreneurs. Entrepreneurs accelerate economic growth. stimulate innovation, job creation and prosperity, both during periods of growth and disruption. An entrepreneur is a person who has foresight to exploit profit-making opportunities in advance with a risk taking capacity, they either open up a new business or diversify the existing business whereas "a social entrepreneur is a person who pursues novel applications that have the potential to solve community-based problems. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives." Social entrepreneurship mainly focuses on creating social capital without measuring the performance in profit or return in monetary terms. The entrepreneurs in this field are associated with non-profit sectors and organizations. But this does not eliminate the need of making profit. After all entrepreneurs need capital to carry on the business process and bring a positive change in the society.

### Characteristics of a Social entrepreneur

According to the Schwab Foundation for Social Entrepreneurship, social entrepreneurs share several characteristics They:

1. Achieve large scale social change.
2. Focus on the social or ecological change they want to make while earning money to support the change.
3. Innovate when looking for a solution

to a social problem.

4. Use feedback to adapt and refine. There are several entrepreneurs who have established social enterprises to eliminate social problems or bring positive changes in the society. Vinoba Bhave, the founder of India's Land Gift Movement, Robert Owen, the founder of Cooperative Movement and Florence Nightingale, founder of first nursing school and developer of modern nursing practices might be included in this category. They had established such foundations and organizations in 19th century which is much before the evolution of Social Entrepreneurship concept used in management. In current scenario few of them have been listed below:

➤ Grameen Bank in Bangladesh: In Bangladesh, Muhammad Yunus incorporated the Grameen Bank, a microfinance organization that gives small loans to people living in rural areas without requiring collateral. The bank does not believe in charity but in offering help to people as an initiative to break through the poverty cycle.

➤ Poonam Ahluwalia is a social entrepreneur and founder and director of Youth Entrepreneurship and Sustainability (YES), an international non-profit and Youth Trade, an organization promoting youth entrepreneurship, based at Babson College in Wellesley, MAYES. it focuses on encouraging the use of renewable energy, the implementation of information and communication technology, campaigns against HIV and AIDS, the growth of rural development and development of water sanitation.

➤ The India Social Entrepreneur of the Year 2018 is Prema Gopalan of Swayam Shikshan Prayog (SSP). Prema Gopalan was honoured for her work in empowering women in rural areas to be entrepreneurs, participate in local governance and serve as resilient leaders, particularly on climate change.



**Advantages To Social Entrepreneurs** If we talk about the advantages to the entrepreneur specific, it's always easy for the entrepreneur to raise the capital as they have social objective, it's always easy for the entrepreneur to market and promote their organisation instead of other entrepreneur, and last but not least they use to get easy support from the like minded people. As far as advantages to environment and society is concerned it provide cost effective solution to social problems which leads to mass acceptance and appreciation in the society.

Whether you are an entrepreneur who seeks profits as a business or a social entrepreneur for who profit is a secondary objective, the need of the hour is to have more and more of social entrepreneurs so

that the pressing problems in Indian society can be solved with the humanitarian perspective.

#### References:

- 1.) [www.managementstudyguide.com/social-entrepreneurship.htm](http://www.managementstudyguide.com/social-entrepreneurship.htm)
- 2.) [https://en.wikipedia.org/wiki/Poonam\\_Ahluwalia](https://en.wikipedia.org/wiki/Poonam_Ahluwalia)
- 3.) <https://www.weforum.org/press/2018/10/prema-gopalan-honoured-as-india-social-entrepreneur-of-the-year-2018/>

- Pankaj Dhaundiya (Ph.D.)

## MOOD INDIGO - Distinguished Achievements

Miss Mood Indigo, Asia's largest cultural festival, has developed over the years into a melting pot of Indian and global culture.

The event, which is a high point on the calendars of hundreds of students across the country, boasts of massive diversity in this edition with nearly 25 countries participated in the festival. Mood Indigo 2018 had 200+ events indifferent categories included 1.4lakhs participants overall.

This cultural fest has given a platform to many artists, where every step you take is a step towards a new experience.

Talking about my personal experience at mood indigo 2018, it was astounding experience starting was from online auditions to the finale which was judged by actor, Siddharth Shukla.

Mister and Miss mood indigo, the personality contest had three rounds: introduction, talent and the question answer round, for my talent round I had performed dance which helped me win the second runners up title.

Apart from the cash prizes, sash and certificate the competition was in collaboration with the national level college hunt, Bombay times fresh face where I got a direct entry in the semifinal.

Further adding I got featured in leading newspapers like Bombay times, India times and also an article was published by Femina miss India.

Apart from the prizes, I got to learn so much, interacting with people with different cultures, who are performing on the same platform and all of them have one motive that is to make their colleges proud and I am so happy I could do that.



I got killer moves. for 2nd Runner-Up Gaurav Chawla, it was dance all the way. his female counterpart Shruti Tripathi was just his mirror image when it come to dancing flercely confident on stage. Suhana Biswas's hair sure made a statement on stage and that is exacity why she took home the little of "Livon Miss Fab Hair"

While leaving the campus, as Siddharth Shukla posed for selfies with students, he told them how his parents always wanted him to be a part of IIT "Unfortunately"

- Feature in Bombay Times



# आओ नया इतिहास रचाएँ।

आलो प्रहर जो जवान रहता है सीमापर तत्पर  
सीना चौड़ा हो जाता है, ऐसी खाकी वर्दी देखकर।  
दुश्मन को सबक सीखा आया हमारा अभिनन्दन  
पूरा देश कर रहा है जिसपे गर्व, जिसका वंदन  
ऐसी सेना को और सक्षम बनाये, आओ नया इतिहास रचाएँ।

देना है मान अगर महाज्ञानी डॉ आंबेडकर, वीर शिवजी को  
करो नारी का सम्मान, रखो हर धर्म के मान को।  
लगाकर झंडे, निकालकर मोर्चे, करके दुश्कृती  
वया इसतरह होगी तुम्हारी श्रदांजलि की स्वीकृति  
ऐसे विरो का वरित्र अपनाए, आओ नया इतिहास रचाएँ।

देश का नाम रोशन कर आई साक्षी और साइना खेल जगत में  
बुद्धिमत्ता और सौंदर्य तो सदा ही मिली भारतीयों को विरासत में।  
चाँद तो छोड़ो, अब तो मंगल तक पहुँच गए हे हम  
अभी तो इस जगत ने देखा ही कहा है हमारा पूरा दमखम  
साथ मिलकर हम भी कुछ नया कर जाए, आओ नया इतिहास रचाएँ।

आओ सब मिलकर ले एक संकल्प की, धरती पर फिरसे स्वर्ण बनाएँगे।  
गली - कुचों को साफ रखेंगे, नदियों को पावन बनाएँगे।  
आतंकवाद को खत्म कर भाईचारा बढ़ायेंगे।  
पूरे विश्व में हर भारतीय को गर्व हो, ऐसा नया भारत बनाएँगे  
देश का झंडा सबसे ऊँचे शिखर पे ले जाए, आओ नया इतिहास रचाएँ।

- CA. Kunal Pasari

## देश

नाम देश का है, काम हमारा  
पुखों द्वारा सवारा गया  
ये परिधाम हमारा  
विर अमर सपुत्रो को  
इसने यही है जन्म दिया  
राते बिलखते आंखो से  
बलिदान भी है स्विकार किया  
कई किले ढेहते हैं देखा  
कईयो के बनते हैं फकर किया  
आजाद का प्रण लेकर  
सर को कभी झुकने न दिया

पर दिशा  
परदिशा जो आज हमारी है  
इसका न कोई चोर है  
लोकहीत की बात नहीं  
बस आपस में ही होड है  
किया हर क्षमता रखते हुए भी  
हम पिछरते जाएँगे  
गोरवशाली गाथाओ को  
यु ही बीसराएँगे

तुम्हे यहा जात पात की  
धुल उतरे नहीं दिखती?  
कुच्छ पँसो के लालच में  
उसोल बिकते नहीं दिखती?  
किताबो में कुच्छ पन्ने गायब हैं  
शायद आरक्षीत मतरा के हो  
संविधानीक कला किरती से  
केवल वह पिछडी जात के हो  
पर इन सवालो का जवाब  
ना देंगे ना देना चाहेंगे  
थोरी मथमली चादर है  
थंड भर युही चैलाएँगे

बचपन से सिखते हैं  
नेताजी के आदर्श हमें  
पर कियु आशाए कर देते हो  
उसी लडकी को डराए सेहमे  
वह चिखी पुकारा भी तुम्हे  
पर तुम्हे कभी ना ध्यान दिया  
अपना काम से मतलब रख  
दुराचार को बंढावा है दिया

अब बहोत हुआ...  
बस बहोत हुआ

यह देश नया है  
नयी युवा है  
नयी युवा की सोच है  
देश और देश हीत ही बस  
कुच अलग सा ये आक्रोश है  
हम रिध बंकर देश की  
मरते दम न झुकने देंगे  
लहु जरा सा बहा है  
हस्ते हस्ते बेहने देंगे  
रखेंगे मजबुत निव  
एक नयी सी डाल बनाएँगे  
सोने की चिडीया कुके जिस्मे  
वह भारत देश केहलाएँगे  
वह भारत देश केहलाएँगे

- Pratibha Chaudhary  
BBA 1st Year





## Inter Collegiate Competition



## Annual Day



## E-Cell



## Industrial Visit



## Poster Presentation







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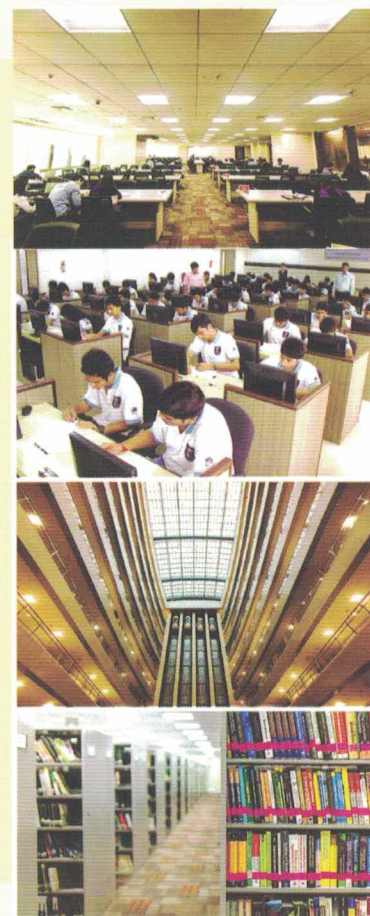
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- **B. Com (Hons.)** 3 Years
- **B. Sc Finance** 3 Years

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Contact No.: 9420443734 | e-mail : [nitin.chavan@nmims.edu](mailto:nitin.chavan@nmims.edu) | Website : [www.dhule.nmims.edu](http://www.dhule.nmims.edu)