

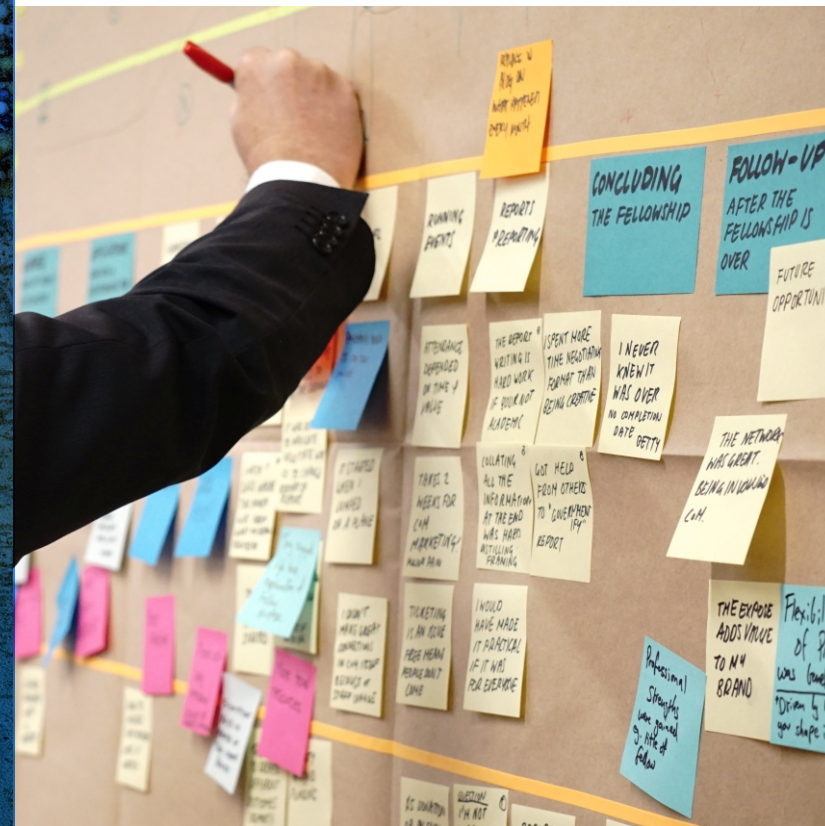
Annual Magazine  
School Of Management  
Issue 2019-2020

KCC  
INSTITUTE OF LEGAL AND  
HIGHER  
EDUCATION

GREATER NOIDA

Affiliated to Guru Gobind Singh Indraprastha University

# EPITOME





## Director's Message

In a global business landscape marked by short-term and siloed thinking, every technological shift brings reactions that filter down to the workplace. To sustain in the present ever-evolving fact, the world requires business leaders who are flexible, adaptable and are ever ready to cope with uncertain and unpredictable future.

At KCCILHE, we ensure to foster a diverse and inclusive community of learners, driven by values and meritocracy that marks our institute. We endeavor to groom the next generation of leaders through transformative education and a strong research culture relevant to the needs of academia and corporate world. We believe in providing highly conducive environment that stokes curiosity at every turn to get the best out of every student.

Our excellent and well-trained professors and staff-members equipped with exquisite academic records and firsthand corporate experience leave no stone unturned to impart our students a sound and solid knowledge with practical insight and provide them a sail through current rough weathers in business and industry.

This new edition of our Annual Magazine 'EPITOME' clearly reflects our strong and steady steps towards our goals in whole year. Hope you will find the contents informative, inspirational and engaging.

**Prof. (Dr.) Bhavna Agarwal**  
 Director, KCCILHE



## SCHOOL OF MANAGEMENT

Under the School of Management, KCCILHE offers Bachelor of Business Administration which is a full time three years undergraduate program for young managers in the making. The course enhances one's skills and imparts knowledge that is imperative to achieve success in the field of management. It is one of the most sought bachelor degree program after 12th. It includes complete knowledge of leadership and management.

BBA degree allows the candidates to enter the field of management. This degree teaches students various aspects that are necessary for effective business management and essential for entrepreneurs and business managers.

The BBA degree program is an undergraduate course, which aims to impart academic excellence, holistic education, global relevance and contemporaneous curriculum to future budding managers. The main thrust is to demonstrate a critical, ethical and reflective approach to the field of management. The emphasis is to expose the student's with scenarios that demand structuring of unstructured problems and in turn help them in analytical and decision-making skills to equip them to lead complex organizations, in a cross-continental environment.



## VISION

To impart comprehensive education to the students matching the global standards, foster socially responsible culture in the students and be globally recognised and accepted as an institution delivering world class education.

## MISSION

To transform ordinary aspirants into extraordinary professionals. To eradicate the hindrance of geographical boundaries for students in obtaining world class education by having multiple campuses across India and abroad. To create and sustain professional synergies for smooth sailing career for students. To inculcate a strong sense of commitment and ethics in students. To blend theory with practice by exposing students to the prevailing industry standards.

## QUALITY OBJECTIVE

To be able to contribute to society by producing top-notch managers and engineers. To keep infusing the latest in the curriculum to deliver the best to the students. To organize continuous improvement programmes for students and faculty community. To bring to the campus the latest of technologies.

To always foresee the emerging trends in the industry and prepare the students to face the industry challenges and requirements well. To always encourage research centred approach towards study.

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Assistant Professor

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YOGESH BHADOURIA,  
BBA, (Batch 2018-2021)

EKTA JAIN,  
BBA, (Batch 2018-2021)



## From the Desk of Editor

It gives me great delight to present the second edition of the annual magazine **“EPITOME”**. This magazine is a perfect blend of thoughts and ideas of the young souls who are budding managers too. The content of the magazine reflects upon the heterogeneous groups present in the institution. It is unleashing the creative aspects of our students.

Before presenting the second edition to our readers, I would like to thank the editorial team and contributors for shaping the magazine and the Director and the administrative department for their support.

**Dr. Sunita Singhal**  
School of Management

## From the Student Editorial Board

The student editorial board is overwhelmed to release the second issue of **“EPITOME”**. We hope our readers would enjoy reading the piece of art we worked upon for several days. We all have made all efforts to craft something you can fall in love with.

I on behalf of the whole team extend my sincere thanks to all our contributors, the faculty members and the students of School of Management of KCCILHE for their creative work. It is your contribution only which help us to release it in time. I would especially like to thank Dr. Sunita Singal, for her continuous support and guidance.

The editorial board is waiting for your constructive suggestions to improve the quality of magazine.

**Yogesh Bhadouria**  
BBA,(Batch 2018-2021)

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# STUDENTS LIFE AND EXPECTATIONS

By Naman Sharma BBA,(Batch 2019-2022)

## There are different stages in our life.

One of these stages is student days. Student life is considered as the most important period of our life. Our future dreams, desires and hopes depend upon it. Student life is a period of preparations. It is a period of education. At this stage, our mind works like clay. Clay is a soft thing and the potter designs various things out of the clay. Like clay, our mind can also be shaped in different ways. Once the pots are made their shape cannot be changed. Likewise, once our character is formed in one way it cannot be changed easily. If we make right use and receive good education during our student life, we shall be successful in future. On the other hand, if we aren't serious at this time, we can't achieve our goals. Students, therefore, should be very careful. We must think seriously before every step we take. We must learn new things as much as possible at this period.

**Students are the future leaders of a nation. The prosperity of a nation depends on its students. We have a responsibility to acquire proper education, maintain good character and live a respectable social life. Obedience, diligence, regularity are the important parts of student life. We must learn perseverance; it is the root of all success. If we are idle and cannot move on according to time, we can achieve nothing.**

The most important factor that affects the student life is the value of time. Being a student, we should do everything on time as it never waits for anyone. Obeying one's parents and teachers and respecting and loving one's elders are the great virtues of a student. Another important part of a student's life is his/her social life. A student must have good discipline and he/she must be co-operative with everyone. Social life influences our character in many ways.

**Many students enter college expecting good times, friendship and a good sense of direction. They soon find out that colleges come with challenges and struggles because of the great demands and expectations that are put on the importance of education. Students experience a great deal of stress many times. Thus, it is very important for them to manage a proper routine and stick to it.**

Student life is the best part of an individual's life. At this stage our main task is to study. We should stop thinking of anything else and concentrate on education. Education must be given the top priority.



# ROBOTS AND ARTIFICIAL INTELLIGENCE IN DAILY LIFE

**Artificial intelligence (AI)** is arguably the most exciting field in robotics. It's certainly the most controversial. Everybody agrees that a robot can work in an assembly line, but there's no consensus on whether a robot can ever be intelligent.

Like the term "robot" itself, artificial intelligence is hard to define. Ultimate AI would be a recreation of the human thought process -- a man-made machine with our intellectual abilities. This would include the ability to learn just about anything, the ability to reason, the ability to use language and the ability to formulate original ideas.

Roboticians are nowhere near achieving this level of artificial intelligence, but they have made a lot of progress with more limited AI.

Computers can already solve problems in limited realms. The basic idea of AI problem-solving is very simple, though its execution is complicated. First, the AI robot or computer gathers facts about a situation through sensors or human input. The computer compares this information to stored data and decides what the information signifies. The computer runs through various possible actions and predicts which action will be most successful based on the collected information. Of course, the computer can only solve problems it's programmed to solve -- it doesn't have any generalized analytical ability. Chess computers are one example of this sort of machine.

Some modern robots also have the ability to learn in a limited capacity. Learning robots recognize if a certain action (moving its legs in a certain way, for instance) achieved a desired result (navigating an obstacle). The robot stores this information and attempts the successful action the next time it encounters the same situation. Again, modern computers can only do this in very limited situations.

Some robots can interact socially. Kismet, a robot at M.I.T.'s Artificial Intelligence Lab, recognizes human body language and voice inflection and responds appropriately. Kismet's creators are interested in how humans and babies interact, based only on tone of speech and visual cue. This low-level interaction could be the foundation of a human-like learning system.

Kismet and other humanoid robots at the M.I.T. AI Lab operate using an unconventional control structure. Instead of directing every action using a central computer, the robots control lower-level actions with lower-level computers. The program's director, Rodney Brooks, believes this is a more accurate model of human intelligence. We do most things automatically; we don't decide to do them at the highest level of consciousness.

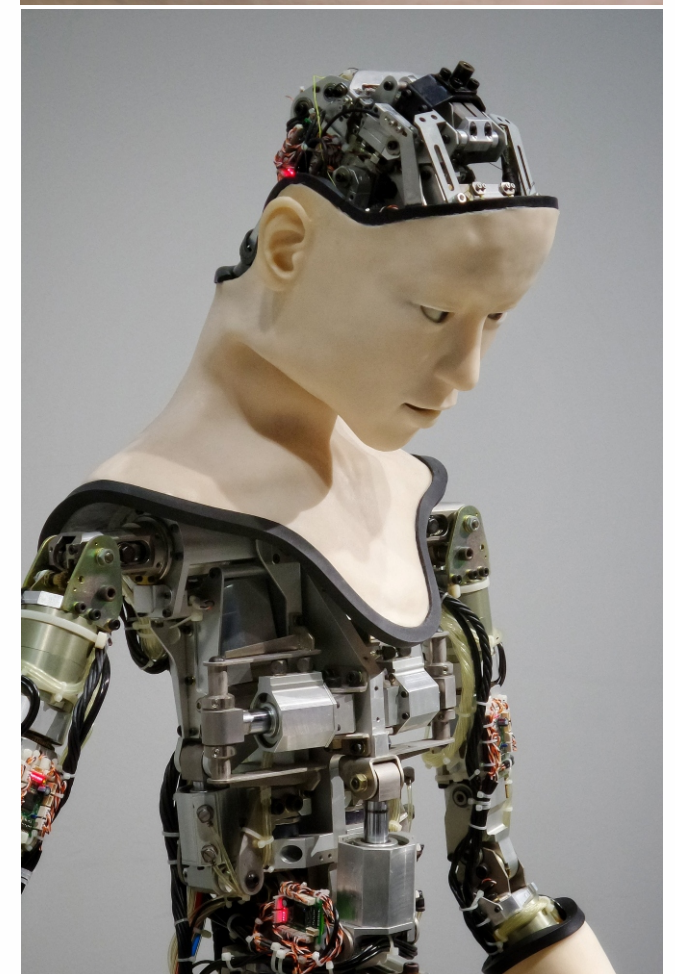
The real challenge of AI is to understand how natural intelligence works. Developing AI isn't like building an artificial heart -- scientists don't have a simple, concrete model to work from. We do know that the brain contains billions and billions of neurons, and that we think and learn by establishing electrical connections between different neurons. But we don't know exactly how all of these connections add up to higher reasoning, or even low-level operations. The complex circuitry seems incomprehensible.

Because of this, AI research is largely theoretical. Scientists hypothesize on how and why we learn and think, and they experiment with their ideas using robots. Brooks and his team focus on humanoid robots because they feel that being able to experience the world like a human is essential to developing human-like intelligence. It also makes it easier for people to interact with the robots, which potentially makes it easier for the robot to learn.

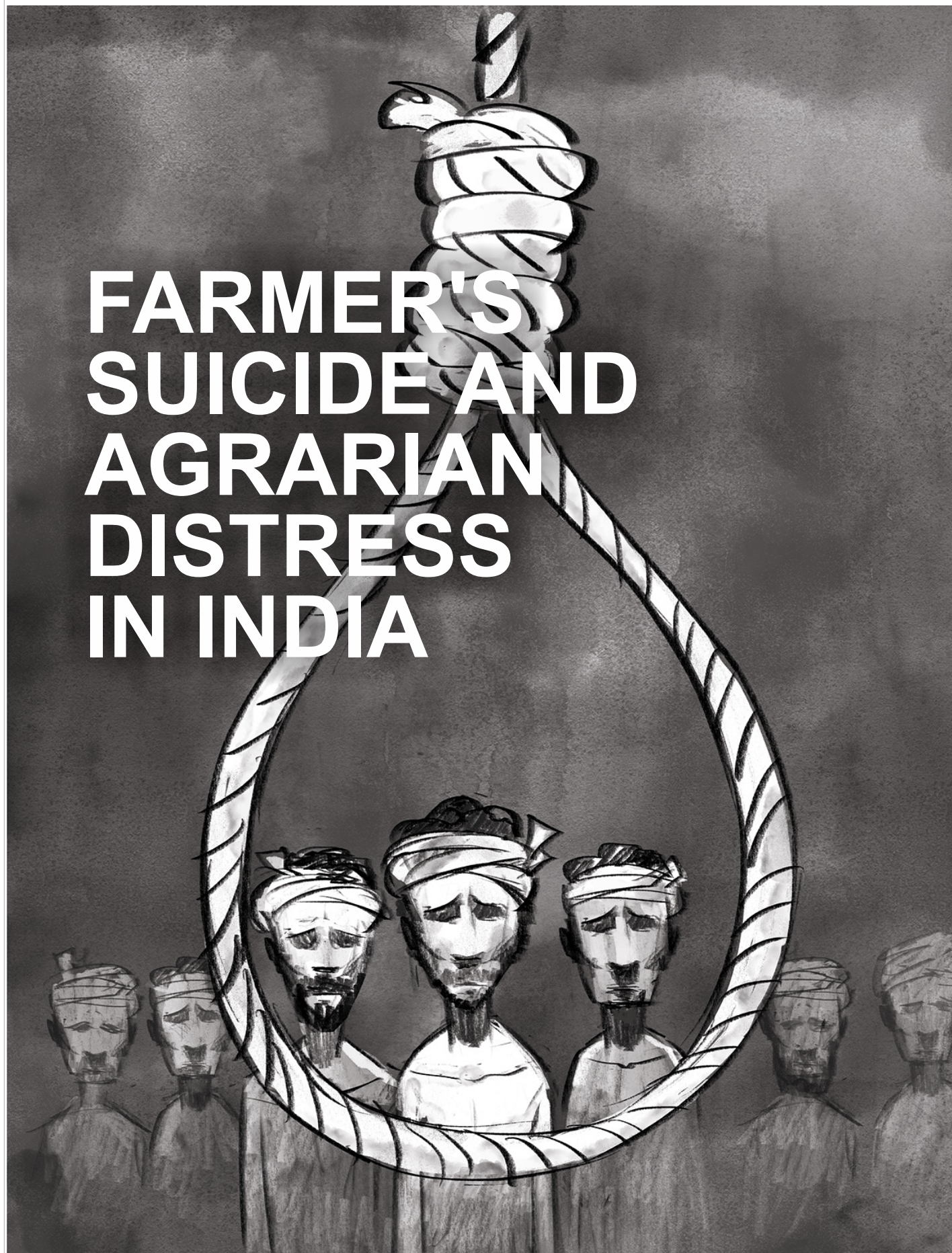
Just as physical robotic design is a handy tool for understanding animal and human anatomy, AI research is useful for understanding how natural intelligence works. For some roboticists, this insight is the goal of designing robots. Others envision a world where we live side by side with intelligent machines and use a variety of lesser robots for manual labor, health care and communication. Several robotics experts predict that robotic evolution will ultimately turn us into cyborgs -- humans integrated with machines. Conceivably, people in the future could load their minds into a sturdy robot and live for thousands of years!

In any case, robots will certainly play a larger role in our daily lives in the future. In the coming decades, robots will gradually move out of the industrial and scientific worlds and enter into daily life, in the same way computers spread to homes in the 1980s.

*By Prashant Kumar Talan ( BBA, Batch 2019-2022)*



# FARMER'S SUICIDE AND AGRARIAN DISTRESS IN INDIA



In 1995, India saw its first few cases of farmer suicides. Since then, according to a 2010 report by the National Crime Records Bureau (NCRB), there has been a baseline of 15,000 farmers committing suicide every year since 2001. **In total, the agency revealed that over a quarter of a million farmers (2,56,438) have killed themselves between 1995 to 2010 alone, which amounts to 45 farmers a day.**

A more recent 2015 study about farmers' suicide in India suggests that there has been an average of 12,000 suicides in the agricultural sector every year since 2013. As of 2019, the Bureau has not published any new statistics on the epidemic, but India is likely not on the path of solving the problem.

## Farmers' Suicide in India and its Causes

More than 8% of Indian farmers have land holdings below two hectares. These farmers have such a fragmented and small holding, and others deny them the benefits of mechanization, modern irrigation and other investment-based technological improvements, thus limiting productivity.

The overarching problem of water scarcity in India adds to this already weakened infrastructure. Estimates put India's groundwater use at roughly one-quarter of the global usage, and needless to say, it is a quickly diminishing resource for those in rural areas especially.

Without access to water, farmers have relied on seasonal rains for their yield, the unpredictability of which can lead to either severe droughts or floods that prove to be a recipe for crop failure. Climate change is a problem that exacerbates these sorts of uncertainties.

Whatever income farmers manage to scrap is meager and depends on factors such as the prevailing market situation or the cost of greedy middlemen. As a result, profit is rare and this forces small and marginal farmers to take out expensive loans to fund the farming process, thus they get caught in debt traps.

These same small, two-hectare farmers made up 75 percent of the 5,650 suicides that the National Crime Records Bureau recorded during 2014; further data points out that in 2,474 suicides out of the studied 3,000 farmer suicides in 2015, the victims had unpaid loans from local banks. This information suggests that severe socioeconomic adversity, such as crop failure or debt-burdens, is a predominant cause of farmer suicide.

## Solutions

Protecting farmers from spiraling down a pit of debt is, of course, a compelling starting point. A few policy solutions, according to Indian psychiatrists, Mahesh R. Gowda and T.S. Sathyanarayana Rao, in their journal "Prevention of Farmer Suicides," are:

1. **Small and marginal farmers should pool their farmland to leverage the advantages associated with larger land holdings, such as the use of modern and mechanized farming techniques.**
2. **Farm loans at soft interest rates should be available to farmers, and loan recovery procedures need to respect human rights; farmers should not deal with private money lenders.**
3. **Fair prices for farm products should be mandatory and there should be a direct reach for farmers to markets in order to eliminate middlemen.**

Farmer suicide is a complex problem in India, but the solutions are doable if the government correctly implements initiatives.

*By Raunak Kumar BBA, (Batch 2019-2022)*





Crowdfunding, as we know today, is a tech and internet enabled practice. Internet usage has been

## CROWDFUNDING the Next Big Thing in India

rapidly spreading in India since the last decade. Two factors - increase in internet usage, especially on mobile, and penetration of social media amongst the internet users - have contributed to the growth of Crowdfunding in the country. India has the second-largest mobile phone subscriber base after China and Indians tend to access social media predominantly through their mobiles. It is a sizeable target base for an emerging sector like Crowdfunding. Also, recently, India surpassed the U.S. to become the number 1 country for having the maximum Facebook users. In the context of crowdfunding, the Facebook metrics matters because the single most predictive factor for the rate of emergence is "social media penetration"

Crowdfunding refers to collection of funds from multiple investors via web-based platform or social networking site for a definite objective. Such objective could be projects (for instance, music, film, book publication), benevolent or public-interest cause (for instance, a community based social or co-operative initiative) or a business venture. Small financial contributions from

number of persons cumulatively may fulfil the fund requirements of the Investee who

otherwise lacked access to such funds.

These contributions are sought through an online crowdfunding platform or via social media. Together, these platforms are transforming the traditional funding ways in different sectors in the country. Here are some sectors where the power of crowdfunding is starting to gain momentum:

### Emerging Start-ups

Though Indian start-ups attract billions in private equity and venture capital funds from across the globe, most have a history of financial struggles in their emergence and early phases. Start-ups in early stages, those that haven't yet started ranking in revenue, struggle to find/raise funds.

Emerging Businesses in USA, UK, and China routinely go the crowdfunding way. The Indian entrepreneurs are still awakening to the potential of the crowdfunding channel of raising funds though we have seen several moves recently for upliftment for start-up ecosystems.

The best phase of crowdfunding in start-ups is still to come; in five years India will be one of the major players in this segment.

### Partnership for civic and community development

Social and community projects and development are one of the highest logging beneficiaries of the concept of crowdfunding. Malaysia is one of the best examples of the power of crowdfunding in social partnership. Here, a society changed its country's financial condition through crowdfunding! Malaysian government had launched a crowdfunding campaign to help cover the cost of a \$251 billion national debt. With the support of the people, the campaign brought in funds amounting to \$1.76 million in less than 24 hours.

### The media and entertainment industry

In the film industry, the trend of crowdfunding began in the late 1990s as a way for musicians and filmmakers to raise capital quickly from fans. Today, crowdfunding is a mainstream source of funding for independent filmmakers, music producers, artists who use platforms to raise, in some instances, even seven-figure numbers.

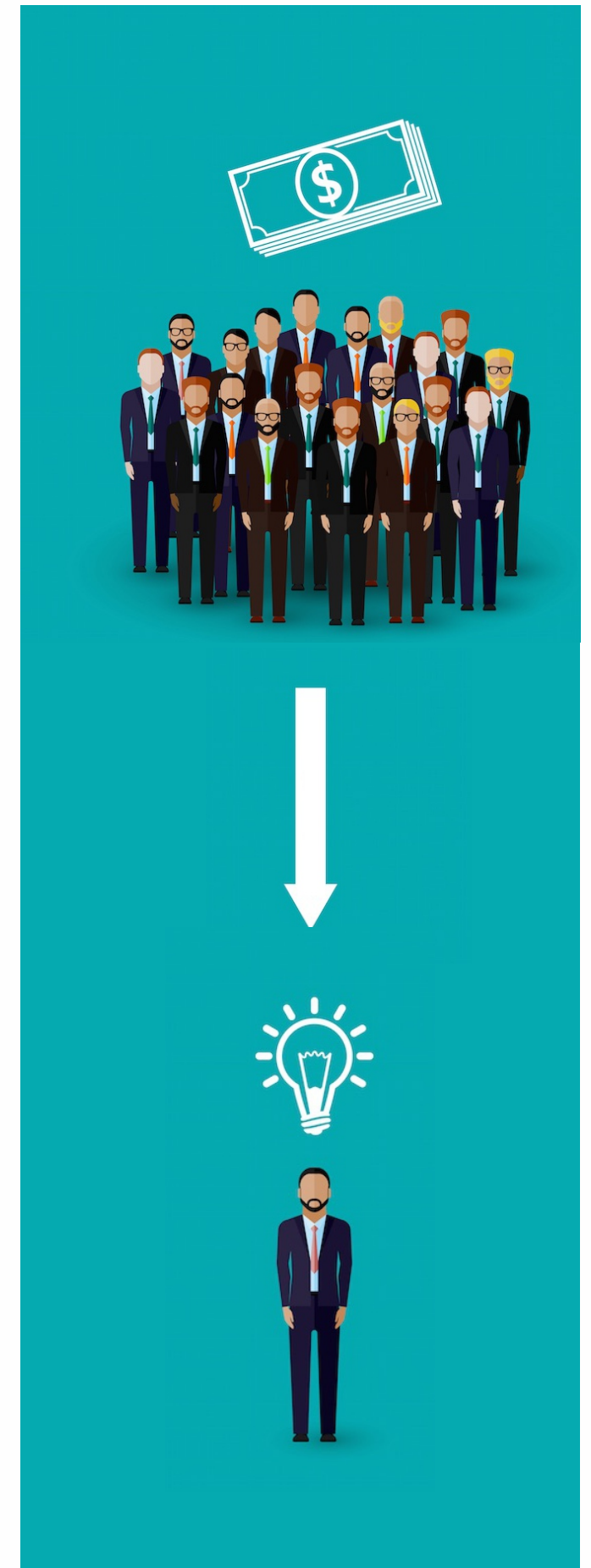
### Helping hands for healthcare

The latest National Sample Survey report says that 44 out of every 1,000 Indians end up getting hospitalized in a year. A decade ago this figure was only 31 out of every 1,000. Medical inflation rate in India is also steep at 12-15% increase every five years. Yet, majority of Indians pay for their medical care from their own pocket.

Increasing internet penetration in rural areas in India and the spread of social media is leading to more people choose crowdfunding for medical treatments. Healthcare companies are also willing to invest in crowdfunding companies because they believe that their unpaid bills of deceased or financially challenged families can be paid via Crowd - total strangers.

I believe crowdfunding can constructively disrupt Indian economy if it's allowed to operate at full throttle which can be achieved only when equity crowdfunding takes shape in the country. Without legalized equity crowdfunding, as allowed in US, Indian entrepreneurs cannot leverage the complete power of crowdfunding.

**By Pratiksha Jha ( Assistant Professor )**





# INGREDIENTS OF TRUE LEADERSHIP

By Anjali Sanwal BBA, (Batch 2019-2022)

Everyone in this universe wishes to achieve a respectable status in Society but merely wishing is not the true way to achieve the same.

**To generate the quality of a leader it is important to remember following points :-**

- ◆ You must have PHD mantra to achieve the desired Good of your life P-Passion H-Hunger of Success D-Discipline
- ◆ Focus on your skills & goals. Do the best with 'what you have' & 'whatever you are'.
- ◆ It doesn't matter how many times you fall but it does matter whether you bounce back or not? As it is hard to beat a person who never give up.
- ◆ If it is to be, it is up to you only .There is only one person who can set limits to your growth and that is none other than 'you' yourself.

- ◆ Confront your fear, embrace that and you will find that by start doing what is necessary ; then do what possible ;and suddenly you will find that you are doing what was impossible.
- ◆ Always emphasis on 'what is right' as it is more important than "who is right"

All aforementioned are just exclusive ingredients which inculcate the quality of a leader within us. **As it is well said by "John Maxwell" "Pessimist complains about the wind. The optimist expects it to Change. The leader adjust the Sail"**



# PERSONNEL MANAGEMENT TO DIGITALIZED HUMAN RESOURCE TRANSFORMATION IN INDIA

Dr. O.P.Yadav (Associate Professor)



## Introduction:

Personnel Management is a major component of the broader managerial function and has roots and branches extending throughout and beyond each organization. It is a major sub-system of all organizations. Thus, personnel management is not something which could be separated from the management.

Thus, human resources of an organization consist of all individuals regardless of their role, who are engaged in any of the organization activities.

## Role & duties of welfare officer:

- To establish effective communication between management and workers in orders to resolve swiftly any and all differences between employer and employee or within the employees to develop the relationship. officer is also responsible employee grievances if any are addressed and communicated to the management.

- To work for the betterment of the employees. Work with both the employee and employer to ensure healthy and safe work environment for the employee.

- Duties like include improving facilities & services, medical, drinking water, canteen, toilet area, rest care, childcare room etc.

- Also communicate and ensure with management that workers are getting these services and benefits properly.

- To ensure that workers grievances if any are addressed and communicated to the management.

- Meeting discussions and outcome are recorded accurately.

- Welfare officer to teach and train new workers about their rights, privileges and benefits.

## Today's HR activities:

In todays' HR world we ensure that we cover several sub HR disciplines, including:

- **Diversity**
- **Reward**
- **Resourcing**
- **Employment relations**
- **Learning & development**
- **Correcting systems, policies and procedures**

...contd.

## The stages of HR transformation:

The more serious part now. starting with the various stages of a digital HR Transformation because an organization doesn't go from being barely digital to being fully digital overnight. these kinds of changes -true transformation take time.

Report published by Altimeter, Solis distinguishes six stages of digital transformations-

1. *Business as usual-this one is self-explanatory.*

2. *Present and active-various experiments throughout the organization digital literacy & creativity.*

3. *Formalized-this is where the business relevance comes in. If it is not for the business, the leadership shouldn't support it-although that's not always the case, unfortunately.*

4. *Strategic-Individuals realize the power of collaboration. There shared efforts and insights lead to new strategic road maps.*

5. *Converged-this is where a dedicated digital transformation team is informed to guide the company strategy and operations.*

6. *Innovative and adaptive- Digital transformation has become the new business as usual and a new ecosystem is established.*

## Innovative practices and policies in H R:

- **Keeping the job, a secret**
- **Using meetups for recruitment**
- **Allowing time for special staff projects**
- **Asking for feedback**
- **Providing free food**
- **Showing genuine care**



## THEY CAN, WHO THINK THEY CAN

By Esha Gupta BBA, (Batch 2019-2022)

If an ant can pick ten times its own weight, if the world's tallest building, Burj Khalifa, can be built and the world's most magnificent building 'The Taj Mahal' can be built, what we think, can become. A weak student can become topper of the class; a poor man can become rich and a tea seller can become the leader of the world.

The thing the person needs for achieving his goals is confidence in oneself, determination and concentration. A famous quote says:-

**"We have to make our own destiny: it's not a letter for your friends to write"**

Once, our late President Dr. A.P.J. Abdul Kalam, the Missile Man of India who himself faced or I would say paced the journey from a newspaper seller to one of the world's most renowned personalities in the field of science, said, " We can often find the best brains of the world at the back benches." It does not mean that a back bencher is the brightest child in studies, but he may not always be the weakest.

The person to succeed in his ambitions and his goals needs to concentrate on his goals; he also needs to start working in that way whether it is studies or sports. Often, we meet people who try to put us down. I also faced this. They can be anyone, even your friends. But a person should not mind what others say but keep his mind concentrated on his goals.

I would like to conclude with a quote by Vivekananda "Arise, awake and stop not till the goal is achieved"



# NBFC CRISIS AND ITS DOMINO EFFECT ON INDIAN ECONOMY

Gayathri Rajesh BBA, (Batch 2019-2022)

The Non-Banking Financial Companies (NBFCs) are quasi-banking institutions in India. They are allowed to make loans just like banks do. However, they are not allowed to take deposits from people in order to make these loans. Hence, these Non-Banking Financial Companies (NBFCs) borrow money from the bond market in order to make loans.

Non-Banking Financial Companies (NBFCs) performed better than banks for the first time in 2017. However, in the second quarter of 2018, the Non-Banking Financial Companies (NBFCs) seem to have come across a perfect storm. They are now at the epicentre of a massive stock market crisis. Some analysts are calling it India's Lehman moment.

## The Background of the Crisis

One fine day, the market was no longer bullish about Non-Banking Financial Companies (NBFCs). Instead, their stocks were being hammered. DHFL which is considered to a blue chip NBFC stock suddenly saw its stock price decline by 60% in one day! The same was the case with IL&FS which is supposed to be a stalwart in this field. The main reasons behind the decline of the Non-Banking Financial Companies (NBFCs) stocks are as follows:

...contd.

- ♦ **Timing Mismatch:** Indian Non-Banking Financial Companies (NBFCs) have been playing a very risky game. They have been borrowing money short term and have been lending it out long term. This asset liability timing mismatch is obviously a recipe for disaster. However, the NBFCs have been able to roll it over and pay their debts when due.

The problem started when IL&FS, i.e. one of the NBFC's mismanaged its funds. As a result, it is now not able to pay back its creditors. The end result is that IL&FS stands exposed, and so does this faulty business model of the NBFCs. Since the IL&FS panic has scared the investors away, the Non-Banking Financial Companies (NBFCs) are not able to issue new debt in order to roll over the old debt.

- ♦ **Mutual Funds:** These Non-Banking Financial Companies (NBFCs) also heavily relied on funds available from debt mutual funds. The problem is that the NBFCs have caused a market crash. As a result, both retail and institutional investors have reduced the quantum of investments in mutual funds. As a result, the supply of funds from there has died down as well. This has added to the woes of the Non-Banking Financial Companies (NBFCs).

- ♦ **Asset Quality Issues:** A lot of these Non-Banking Financial Companies (NBFCs) are classified as housing finance companies. They lend money either to the developers or to the homebuyers. The end result is that the money lent out by these companies is heavily invested in the housing sector. The problem is that the Indian housing sector has gone bust. Stalwarts like Amrapali group, Supertech, Unitech, etc. have all gone bust. This is the reason why the asset quality of these Non-Banking Financial Companies (NBFCs) is also in question. These companies are facing a double whammy with both their assets and liabilities under increasing scrutiny. This is putting pressure on the net worth of these companies and driving them towards insolvency.

## RBI's Bailout

The Reserve Bank of India (RBI) has taken some steps to prevent the conversion of this Non-Banking Financial Companies (NBFCs) crisis into a full-fledged financial crisis. The RBI has changed its rules in order to make it easier for Non-Banking Financial Companies (NBFCs) to obtain capital. Banks were earlier restricted in the number of loans they could make to NBFCs. Banks were earlier allowed to lend a maximum of 10% of their loans to NBFCs. This limit has been temporarily raised to 15% for a few months. The immediate effect of this step has been to release close to \$10 billion worth of liquidity to the cash starved NBFC sector. RBI's decision will help Non-Banking Financial Companies (NBFCs) to raise cash in the short term and roll over their debts. The fear of defaults will be quelled for the time being.

However, critics have questioned the suitability of this policy for the long run. RBI's plan is to use banks which already have a lot of problems to deal with the NBFC problem! Many analysts are worried that this could spell doom for the banking sector as well. This liquidity infusion will end up transferring many bad assets from Non-Banking Financial Companies (NBFCs) to the banks. Given the fact that the Indian banking system is already facing a non-performing assets crisis, this move could severely damage the banking sectors ability to recover.



*Yogesh Bhadouria BBA, (Batch 2018-2021)*

Selfie is a photograph that a person takes of oneself. It is taken with a smartphone with the help of front camera. It can also be taken from a web camera.

Robert Cornelius, an American pioneer in photography, produced a daguerreotype of himself in 1839 in which is also one of the first photographs of a person. Since the process was slow, he was able to uncover the lens, run into the shot for a minute or more, and then replace the lens cap. He recorded on the back, "The first light picture ever taken. 1839".

In today's era of globalisation, taking selfie is the latest craze. One can see many colleges and other organizations carrying out selfie competitions. In such competitions, the person who takes the best selfie is awarded. Taking selfie has both positive as well as negative impacts on our generation.

One of the positive aspects is that it shows the sense of belonging and self-acceptance in a person. Selfies show that a person loves and appreciates oneself enough to take their picture and post it on social media. Another advantage of selfies is that one does not have to depend on others to get clicked. It makes us selfdependent.

Psychology Professor, Anne Bizub says, "The selfie is very indicative of how much further we embraced individualism as a culture".

However, selfie in many cases, is seen to reduce people's confidence. It results in increased competition amongst friends. People are constantly in the race of putting selfies online. They are competing on the number of likes they get. For example, sometimes people remove selfies from their accounts because they get less likes on it. They begin to judge themselves on the basis of likes and let the number of likes dictate their life. This results in various psychological problems such as FOMO (fear of missing out).

Not only this, at times the craze of selfies reaches undesirable heights. Recently many people have died because of taking selfies. Some people, in order to do something different, take selfies on railway tracks, roof tops and on the banks of river. A little misbalance at such places results in the loss of their lives. Many people have made selfies a part of their life. They don't live and enjoy for their own sake. They go to trips or picnics and instead of enjoying and relishing the present moment, they keep on clicking selfies and posting it on Facebook, Instagram and other social networking sites or creating Snapchat stories. In such cases selfies act as spoilers. It seems as if taking selfies has become the nucleus of their lives and their whole purpose of their existence is to show everyone that they are enjoying their life. Ironically, such people lack peace. Also taking lot of selfies shows narcissism and selfobsession.

To sum up, taking selfie is not a bad thing but making it an obsession is unhealthy and affects one's mind in an unhealthy way. It is good for fun but living for the sake of selfie is dangerous.



## BOOK REVIEW

# THE POWER OF YOUR SUBCONSCIOUS MIND

Priyal Sah BBA Batch 2018-2021

The Power of Your Subconscious Mind is a spiritual self-help classic, which teaches you how to use visualization and other suggestion techniques to adapt your unconscious behavior in positive ways.

In this book author had focused on the use of our subconscious mind. He has given lot of real-life examples which will help you to understand the book. The main point that is stated in the book is that we have two minds one conscious or reasoning and the other one is subconscious mind. The subconscious mind takes the commands as the way you command and give the results based on that command it doesn't argue or reason with you. This is self-understanding book to unlock the true potential of humankind.

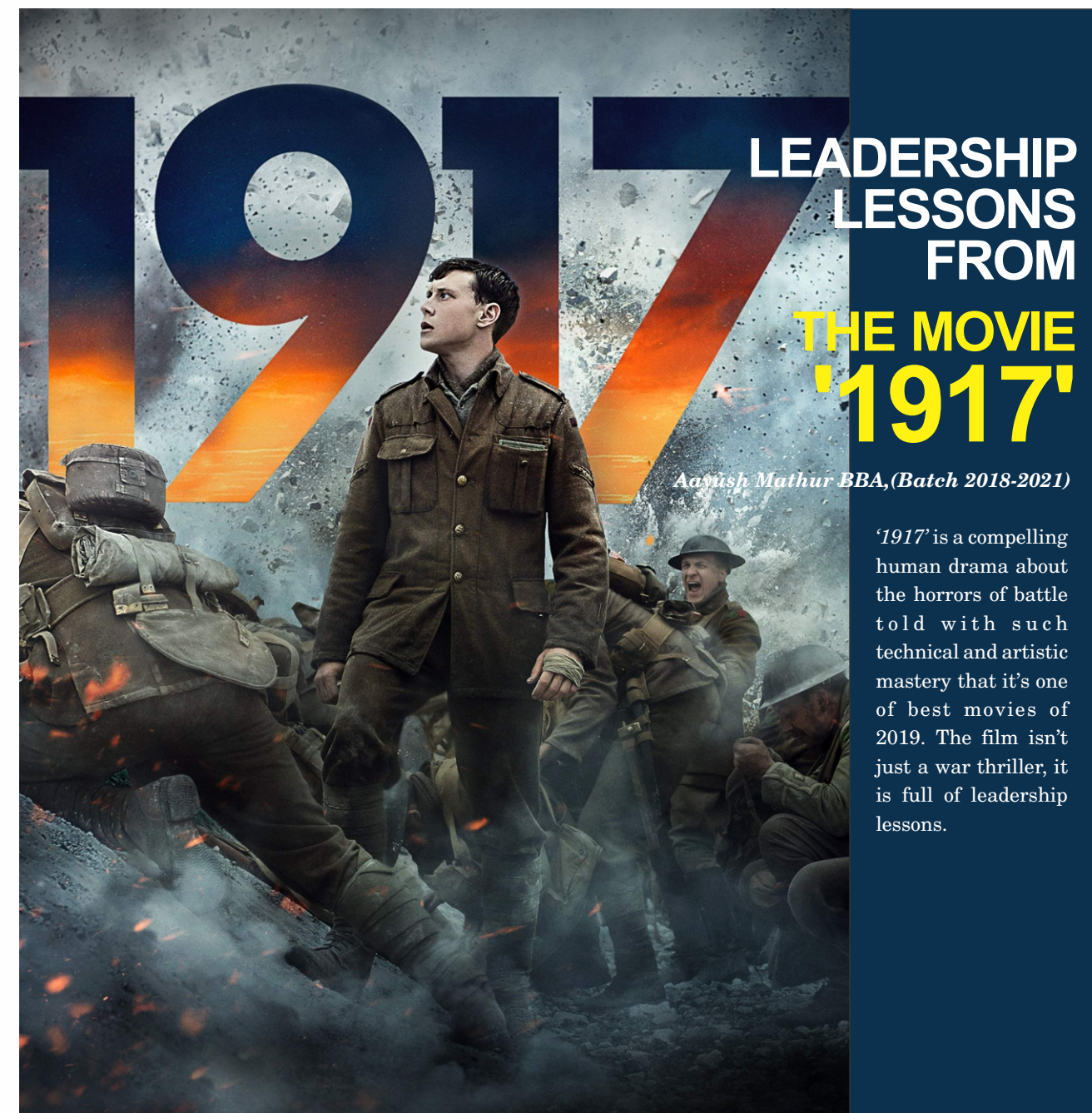
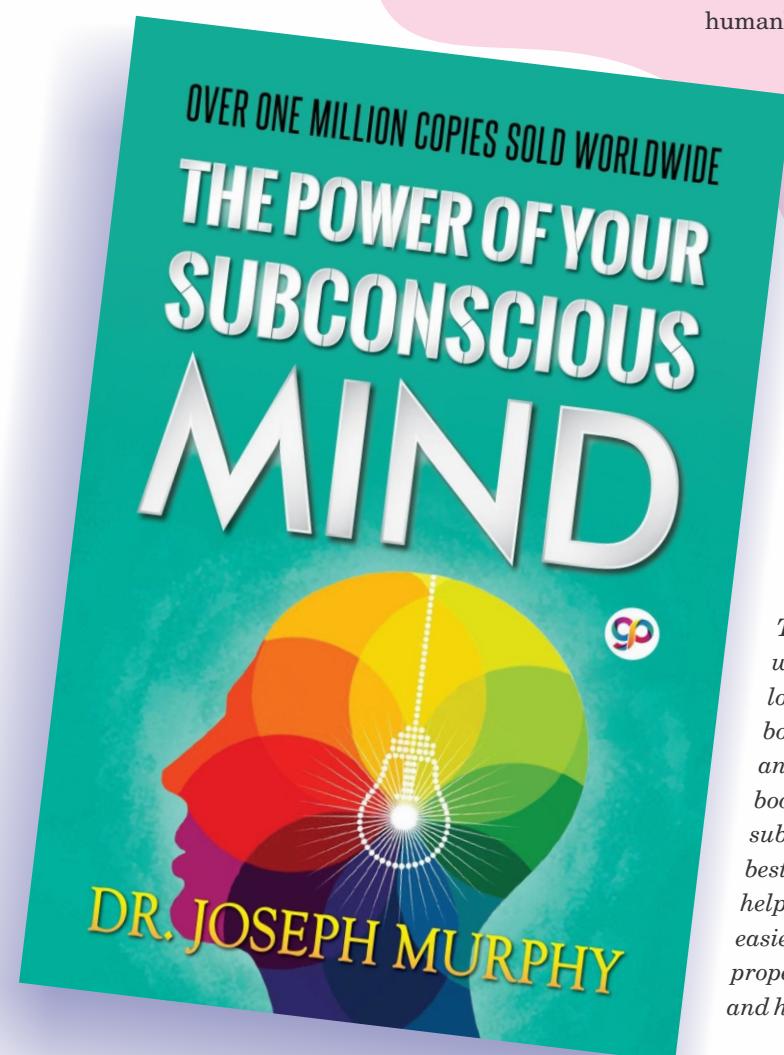
This how-to guide for manipulating your own behavior to get what you want has sold millions of copies and remains popular to this day. Here are 3 lessons to help you tap into the unconscious part of your mind:

**1. Use visualization as a way to exploit the placebo effect in your favor.**

**2. If you can't decide between several options, give yourself a night to sleep over it.**

**3. Make a sincere effort to wish well for others, because envy only gets in your own way.**

*The whole book is divided into 20 chapters and written in a really good manner which you would love to read. Someone suggested me to read this book few months ago and I bought it 1 month ago and after reading it, I found that it is really awesome book as it includes some of the best facts about our subconscious mind which we can easily apply and get best results in our life. Being a self-help it deals with helping you in your life problems and make them easier for you. Read this book at least once to get a proper idea about how your subconscious mind works and how you can use it to get wonderful results in life.*



'1917' is a compelling human drama about the horrors of battle told with such technical and artistic mastery that it's one of best movies of 2019. The film isn't just a war thriller, it is full of leadership lessons.

1. If You Want To Go Fast, Travel Alone. If You Want To Go Far, You Need A Team – Blake and Schofield were told, "He who travels the fastest travels alone."
2. A Person With Purpose Is Hard To Stop – Schofield continued, "If we are not clever, no one will get to your brother." To which Blake replied, "I will."
3. Focus On Your Goal, Not What's Going On Around You. – As Blake and Schofield began their mission, they encountered deceased individuals, dead horses, barbed wire, horrific ground conditions, burning buildings, and much, much more. They continually stay focused on marching forward to their desired objective.
4. Movement Is Life, Passivity Kills. – Throughout the movie, Schofield avoided death from gunfire and bombing by continually staying in motion.
5. Leaders Must Have Tough Conversations – After being injured, Blake asked Schofield, "Am I dying?" To which Schofield replied, "Yes. Yes, you are."
6. Teamwork Makes The Dreamwork – Smart leaders know you accomplish more together than you can alone. When a truck travelling with a number of soldiers got stuck in mud, it took a number of soldiers to get the truck out of the mud. If you are stuck as a leader, you will need a team to help get you out and move forward.



## BIOGRAPHY SECTION

# Bill Gates

By Sakshi Jha BBA,(Batch 2018-2021)

**Bill Gates is the co-founder, technology advisor and board member of Microsoft. He served as the chairman of the board until Feb. 4, 2014.**

Gates attended public elementary school and the private Lakeside School. There, he discovered his interest in software and began programming computers at age 13 with his classmate and friend, Paul Allen.

**In 1973, Gates entered Harvard University as a freshman**, where he lived down the hall from Steve Ballmer. While at Harvard, Gates developed a version of the programming language BASIC for the first microcomputer — the MITS Altair.

In his junior year, Gates left Harvard to devote his energies to Microsoft, a company he had begun in 1975 with Paul Allen. Driven by the belief that the computer would soon be a valuable tool on every desk and in every home, they began developing software for personal computers. Gates' foresight and his vision for personal computing have been central to the success of Microsoft and the software industry.

**In 1999, Gates wrote "Business @ the Speed of Thought," a book that shows how computer technology can solve business problems in fundamentally new ways. The book was published in 25 languages and in more than 60 countries.** "Business @ the Speed of Thought" received wide critical acclaim and was listed on the best-seller lists of The New York Times, USA Today, The Wall Street Journal and Amazon.

Gates' previous book, "The Road Ahead," a visionary stance on the future of the personal computer and the internet, was published in 1995 and spent seven weeks at the top of The New York Times bestseller list. Gates has donated the proceeds of both books to nonprofit organizations that support the use of technology in education and skills development.

Gates and his wife, Melinda, started the Bill & Melinda Gates Foundation in 2000, which works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty.

In 2010, Gates, Melinda, and Warren Buffett founded the Giving Pledge, an effort to encourage the wealthiest families and individuals to publicly commit more than half of their wealth to philanthropic causes and charitable organizations during their lifetime or in their will.

Gates is married to Melinda French Gates, and they have three children. Gates is an avid reader, and enjoys playing golf, tennis and bridge. He shares his thoughts about his work on global health and development, education, energy innovation and climate change, Alzheimer's disease, recent books he has read, and other topics on his personal blog

- ♦ Occupation: Entrepreneur, Chairman of Microsoft
- ♦ Born: October 28, 1955 in Seattle, Washington
- ♦ Best known for: Founder of Microsoft, one of the richest man in the world.

### Interesting Facts about Bill Gates

- ♦ Bill's nickname as a child was "Trey" which was given to him by his grandmother.
- ♦ He scored a 1590 out of 1600 on the SAT.
- ♦ At first Microsoft had a hyphen in the name "Micro-soft". It was a combination of microcomputer and software.
- ♦ When Microsoft first started out, Gates would look at every line of code before a new software product shipped.
- ♦ In 2004, Gates predicted that email spam would be gone by 2006. He was wrong on that one!
- ♦ He was dubbed an honorary knight by Queen Elizabeth. He does not use the title "Sir" because he is not a citizen of the United Kingdom.

## Quotes

*by Bill Gates that will inspire you to succeed*

- ♦ Don't compare yourself with anyone in this world...if you do so, you are insulting yourself.
- ♦ I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it.
- ♦ If you are born poor it's not your mistake, but if you die poor it's your mistake.
- ♦ It's fine to celebrate success but it is more important to heed the lessons of failure.

