

ESPRIT DE CORPS (NEWSLETTER)

(From Oct 2022 to Dec 2022)
DEPARTMENT OF MANAGEMENT STUDIES

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GLIMPSE OF MOTHER DAIRY INDUSTRIAL VISIT



peaceful life. It increases flexibility, increases self-esteem, keep diseases away, it increases blood flow. Yoga plays a vital role in our lives by keeping us in peace and harmony. If you had a hectic day and you are feeling low and dizzy, then yoga is the best medicine which makes you Feel relaxed. The benefit of yoga is endless. So, one must perform it in order to keep their life full of peace and harmony. In general yoga practice is recommended in the morning or early evening. Yoga is not just physical exercise or asana. It is complete science. It unites the body, mind, spirit and the universe.



NANDINI BBA 1SEM GENERAL

Global warming:



YOGA FOR PEACE AND HARMONY

Yoga is the ancient cultural and spiritual heritage of India. The fourth International Day of Yoga was observed across the globe including Bangladesh on June 21 with the slogan "yoga for peace. "The main aim for practice of yoga is to control an individual's mind, body and soul. It brings altogether physical and mental disciplines to achieve a peaceful body and mind. Yoga helps an individual to be calm and active.

CONSCIOUS:

It makes our mind healthy and dazzling performing yoga has many major benefits which are fruitful to us in every way, like yoga strengthens our body and sharpens our mind. It also enhances our memory and leads to



Global warming is defined as the rise in temperatures of Earth's atmosphere due to the access release of greenhouse gas in the Environment. One of the major problems of Global warming is rising temperatures.

Greenhouse gases like carbon dioxide have the capacity to hold heat. As the abundance of such gases increases the temperature of the environment also increases. The temperature will increase at a rate to which humans can't adapt which will challenge the survival of living beings. The rise in temperature also leads to the melting of glaciers and icebergs in the North pole and south pole. It eventually leads to an increase in sea levels and will submerge the coastal areas of the world. We can stop global warming by planting trees, Reduce, Recycle and reusing, conserve water, stop using plastics instead cloth bags, Reuse paper, use less of energy in home are on the right path to achieve sustainable development. If we join hands together and take initiatives, then we can save our planet.

Global warming is the long-term warming of the planet's overall temperature. Though this warming trend has been going on for a long time, its pace has significantly increased in the last hundred years due to the burning of fossil fuels. As the human population has increased, so has the volume of fossil fuels burned. Fossil fuels include coal, oil, and natural gas, and burning them causes what is known as the "greenhouse effect" in Earth's atmosphere.

The greenhouse effect is when the sun's rays penetrate the atmosphere, but when that heat is reflected off the surface cannot escape back into space. Gases produced by the burning of fossil fuels prevent the heat from leaving the atmosphere. These greenhouse gases are carbon dioxide, chlorofluorocarbons, water vapor, methane, and nitrous oxide. The excess heat in the atmosphere has caused the average global temperature to rise over time, otherwise known as global warming.

Global warming has presented another issue called climate change. Sometimes these phrases are used interchangeably, however, they are different. Climate change refers to changes in weather patterns and growing seasons around the world. It also refers to sea level rise caused by the expansion of warmer seas and melting ice sheets and glaciers. Global warming causes climate change, which poses a serious threat to life on Earth in the forms of widespread flooding and extreme weather. Scientists continue to study global warming and its impact on Earth.

(KAUSKEE BBA DM 1 SEM & NANDINI BBA GEN I SEM)

Energy conservation:



Energy conservation is when you make a conscious decision to use less energy. You might be wondering; can it really be that simple? Yes, yes, it can! Not only is it simple, but it's also quite beneficial. When we lower the amount of energy we use, we slow down fossil fuel depletion and help clean up the environment. While we're at it, we end up saving ourselves money. Let's take a closer look.

Why Is Energy Conservation Important?

Currently, the primary energy sources in the United States are fossil fuels like oil, coal, and natural gas. However, fossil fuels are non-renewable resources that are created deep down within the Earth's surface over the course of millions of years. We're using them so fast that they will eventually become exhausted.

What's more, fossil fuels negatively impact the environment. Coal is the number one pollutant in the United States. Burning it leads to carbon dioxide emissions that contribute to global warming. Plus, burning coal causes acid rain, smog, and soot. It even creates toxic air emissions, which is linked to congenital disabilities, cancer, and other severe health-related conditions.

The top benefits of conserving energy:
Help the environment.
Prolong the existence of fossil fuels.
Save money.

How Does Energy Conservation Help the Environment?

When you limit your energy usage, you lower your impact on the environment. The longer we go without making significant changes, the greater the threat of global warming and

climate change become to our daily lives.

When we burn fossil fuels, they create an incredible amount of greenhouse gas emissions. These gases, which include carbon dioxide, add up faster than the atmosphere can absorb them, which prevents Earth from being able to maintain a stable temperature properly.

The planet's rising temperatures are what we refer to as global warming. We classify the side effects of warming as climate change. We observe these side effects through events such as changes in sea level, cold snaps, droughts, hurricanes, melting glaciers, and wildfires. Fortunately, we can reduce greenhouse gas emissions by reducing our use of energy.

How Will Energy Conservation Allow You to Save Money?

There are several ways that conserving energy leads to financial benefits. Here are three examples:

Delay fossil fuel price increases Lower your utility bills.

Provide you with more opportunities for tax credits and rebates. (Shrishti Pandey BBA DM 2 sem) Digital Marketing Importance in Today's time :-

Digital marketing is any marketing initiative that leverages online media and the internet through connected devices such as mobile phones, home computers, or the internet of things.

Tech advancements such as AI and machine learning make marketers better equipped with the marketing technology, they need to reach consumers on digital devices at just the right moment, as opposed to traditional marketing methods, which have to be planned and placed well in advance. Platforms such as Facebook, Instagram, Tik Tok, and blogs have now taken over the digital marketing space.

Consider the following: -

- 1) The world has 7.9 billion people and 5.03 billion of those people use the internet regularly.
- 2) This means that 63% of the world's entire population can be reached

online via digital marketing.

- 3) Nearly 30 percent of consumers would rather interact with brands online, via

social channels, versus going to a store. (KAUSKEE BBA DM 1 SEM).

NEW JOINEE IN DEPARTMENT

The Department of Management Studies has extended its family by adding more dignities in it.

- 1) Dr. Surajbhan Sharma (HEAD OF DEPARTMENT)
- 2) Ms. Zeba Yasmin (ASSISTANT PROFESSOR)
- 3) Ms. Mona Singh ((ASSISTANT PROFESSOR)

MEMORIES CAPTURED IN FRESHERS PARTY 2022





DEEPWALI @ ECHELON FAMILY



Echelon Institute of Technology



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वो खफा एक मुझी को तो कर नहीं जाता
वो बात अलग है की बस एक मुझसे दिल नहीं लगाता

वो दिन अलग थे जब मोहब्बत ही सब कुछ थी जिंदगी में
अब कोई किसी से बिछड़े तो मर नहीं जाता

तुम्हारा प्यार तो मेरे रोम-रोम में सांस लेता है उम्र भर
अगर होता नशा, तो कुछ दिन में उतर नहीं जाता

एक शख्स जिंदगी में तब तक अहम रहता है
जब तक वो नजरो से खुद उतर नहीं जाता

प्रतीक, तलब तुम्हें है उसकी, तो उसके पास चलो
कभी कुआँ किसी प्यासे के घर नहीं जाता।



Echelon Institute of Technology



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जब कभी तेरी याद आती है,
बाकी दुनिया से खुद को अलग कर लेता हु।

तुझे जी भर के याद करता हु,
और आंखों को समंदर कर लेता हु।

तेरा चेहरा, तेरी जुल्फे, तेरी गली, तेरा शहर याद करता हु,
और फिर इन्हें अपने दिल में ही कहीं दफन कर लेता हु।

खयाल करता हु तेरे साथ बिताने का जिंदगी ऐ सफर,
मगर फिर सोचता हु इससे बेहतर तन्हा ही जिंदगी बसर कर
लेता हु।

ज़ेहन से किसी तरह वो निकलती भी नहीं
उसकी तस्वीर जलानी चाही, तो जलती भी नहीं

तेरे दिए हुए गुलाबो का अब खुदा ही मालिक
ये अमानत अब इन किताब के पन्नों से संभालती भी नहीं

कबसे एक आरजू दिल में मुकम्मल होने की उम्मीद लिए
ऐसी एक राह पे बैठा हु जो चलती भी नहीं

मेरा दिल नहीं मानता की तेरा चले जाना हकीकत है
वरना किसी और की कमी तो मुझे खलती भी नहीं।

तुम मुझसे मेरी ख्वाइशों की रजा मत पूछना ,
मैं तुमसे कभी मेरी मोहब्बत बया नहीं करूंगा,
जैसा भी है हमारे बीच बस चलते रहने देना,
मैं तुमसे साथ निभाने के वादों की तमन्ना नहीं करूंगा,
मैं तुमसे तुम्हारे खयाल से इश्क करूंगा बेशक,
पर कभी तुम्हे मोहब्बत में अपना खुदा नहीं करूंगा,
मैं साथ रहूंगा तुम्हारे अपनी आखिरी सांस तक,
पर तुम भी मेरे साथ रहो इस बात की इल्तेजा नहीं करूंगा,
एक तरफा ही सही इश्क करूंगा तुझसे
पर इस एक तरफा इश्क में कभी तुझसे दगा नहीं करूंगा।

उस कर्जदार पर मोहब्बत का एक एहसान मेरा था
उसकी गलियों से कुछ दूर पर मकान मेरा था।

वो बेखबर था और बस ईद से वास्ता रखता
उसकी खातिर रोजो वाला रमजान मेरा था।

अब देखता है तो नूर उड़ जाता है उसके चेहरे का
कभी उसकी हाथों की मेंहदी पर नाम मेरा था।

जिसका भी सुनता हू किस्सा मुझे एक सा लगता है
कैसे कह दू की इश्क बस बेईमान मेरा था।

हम दोनो ही बिछड़े थे एक दूसरे से जुदा होकर
फिर ना जाने क्यों दर्द अशक और तन्हाइयो भरा इम्तेहान
मेरा था।

और उसके जाने के बाद कुछ गवाया तो नहीं मैंने
पर एक वक्त था जब वो और ये जहान मेरा था।

Alibaba founder back in China

Chinese magnate Jack Ma has returned to mainland China after spending roughly a year overseas. Jack Ma, Alibaba Group Holding Ltd.'s billion co-founder, travels have drawn a great deal of attention as China attempts to win back the trust of entrepreneurs after years of regulatory restrictions and Covid-19 epidemic measures that severely damaged the nation's private enterprises. Some in the business world saw the tech titan's prolonged absence as proof that the tech industry in China was still plagued by uncertainty.



Significance, Importance and History of Children's day Celebration in India



Children's day in India is celebrated on 14th November every year. It speaks of children's rights, care and education apart from the tribute it offers to our first prime minister- Pandit Jawaharlal Nehru. Fondly addressed as Chacha Nehru by children, he was a supporter of children's education, always looking for ways to ensure they receive a fulfilled life in terms of academics. This day is a reflection of his love and fondness for kids.

Why is Children's Day Important?

"The children of today will make the India of tomorrow. The way we bring them up will determine the future of the country"- Jawaharlal Nehru

These golden words hold a gravitas to be remembered for ages. He dedicated his life to ensure that every child has the fundamental right to education and tirelessly worked to reinforce the establishment of various educational institutes in India. The brick-and-mortar foundation, All India Institute of Medical Sciences (AIIMS) carries in its essence one of the visions of Chacha Nehru, a step towards the development of a bright future for the youth. [Indian Institutes of Management](#) is also one of his insights coming to reality. Today, such institutions have become an essential ingredient of nation-building and are known as "Institutes of National Importance."

What is the meaning of Children's Day?

What is the meaning of Children's Day lies in the reflection on how well the rights imparted to kids are implemented for each children's advantage. And if it is only on this day that they must be recognised or stressed upon, is a question we must ask ourselves.

The day is celebrated with gusto in schools and children's institutions. Toys, sweets, and gifts are given to children, and an attempt to make it special for them is well-taken care of. But, as an individual, we must also look at the bigger picture. Is every child in the country able to avail his fundamental right to education, health, and family? Are they free from child abuse? Has the menace of child labour been completely abolished? If not, the least we can do is spread awareness for the parents and ask to give them an environment where they can thrive. To take responsibility for imbuing in them values of respect and identity and letting them frame their own thoughts, not loaning them from any other.

Reason Why We Celebrate Diwali Govardhan Puja

The religious belief behind Govardhan Puja is that Lord Krishna wanted to break the pride of Indra. For this, he raised the Govardhan mountain on his little finger and protected the people of Gokul from Indra. It is believed that after this, Lord Krishna himself ordered 56 Bhog on the day of Kartik Shukla Pratipada to worship Govardhan Parvat. Since then, the practice of Govardhan Puja continues to this day, and every year the festival of Govardhan Puja is celebrated.



Govardhan Puja or Annakut puja (meaning a heap of grain), is celebrated across India on account of Lord Krishna defeating Lord Indra by lifting the Govardhan hill. The puja is performed on the fourth day of the Hindu festival Diwali by worshiping the heap of grain that symbolizes the Govardhan mountain. Govardhan puja is celebrated to cherish the victory of Lord Krishna over the arrogant Lord Indra. Lord Krishna taught the people of Vrindavan to worship nature. Annakut pooja is performed with immense gratitude, passion and eagerness. It is one of the most important rituals followed across various states of India such as Punjab, Haryana, Uttar Pradesh, Mathura, Vrindavan and Bihar.

The scenario of the Indian business has changed over the years. With the feminists taking over the country, and women getting equal rights to education and in every other field, the Indian Business Women too have emerged as the superpowers in the business world. A few decades ago, a woman setting foot in the business world was not readily accepted and was turned a deaf ear. But with the zeal and the passion, more and more women are entering the business world and changing the face of it. Here are some stories of the Indian Business Women, who have led their companies to a successful path.

Falguni Nayar, the founder of Nykaa-

Nykaa was founded in 2012 by Falguni Nayar. Falguni Nayar, Indian Businesswomen is an investment banker turned e-commerce entrepreneur. Nykaa was a relatively new venture, as they're already being e-commerce businesses that sold women's apparel and other general commodities. Cosmetics was a new industry to step into the e-commerce wing, and no one earlier had tried it. Nykaa is now a seven-year-old online beauty retail venture. The brand is growing day by day, and there is not a single girl who does not adore the online beauty portal. With excellent products and quick product delivery, Nykaa is gaining tremendous momentum in the beauty industry.

Rati Shetty, the founder of BankBazaar-

Rati Shetty, Indian Businesswomen is someone who has come from a family of entrepreneurs and always had an inclination towards setting up an enterprise. The idea behind the establishment of BankBazaar was to minimize the long paperwork associated with the bank processes of loans and other banks' procedures and make it easier and streamlined.

Initially, the company faced a lot of hardships because people have a doubtful mindset when there is no human element involved in bank procedures. Today BankBazaar is the number one FinTech Company in India, and they intend to focus on the use of even more innovative technology in the industry.

Radhika Aggarwal, the founder of Shop Clues-

Shop Clues is an internet industry that provides online shopping services to people. She is the first woman to have entered the Unicorn Club. The website promotes many local as well as regional brands. "There have been several mistakes and we are wiser because of them," Radhika, Indian Businesswomen said in an interview. Today, Shop Clues has risen among the first three marketplaces in India and sells products across categories like fashion, home décor, furnishings,

and electronics. Shop Clues focuses on the consumers and sellers from Tier II and Tier III, unlike their competitors. In the year 2015, ShopClues also launched its mobile application for Android and later for iOS.

Richa Kar, the founder of Zivame–

Richa Kar, Indian Businesswomen wanted to solve the problem of women buying lingerie, and probably also change the way they buy it. And that is when the idea of Zivame struck her. She was researching the lingerie market in India when she realized that lingerie shopping was more of a task than an experience for women.

This was her bold step towards a different venture, which has reached the heights of success today. Richa started with 30 Lakh rupees and small office space, and today the company has over 200 team members and is raising over 9 million dollars. Zivame offers a variety of lingerie for Indian women; it also offers nightwear and activewear in both its online and offline portals.

Indian Businesswomen are playing key role in enhancing enterprise world in the country.

Sabina Chopra, the founder of Yatra.com–

Yatra is a travel search engine, based in Gurugram, Haryana, and is a successful online travel agency. Yatra is among the largest online travel-related websites in India. Sabina, Indian Businesswomen has had the experience of about 16 years in the travel BPO industry. Yatra provides a best-in-class travel experience to the people. The aim of Yatra is to become India's travel planner, and it is working on that. Through websites or mobile applications, people can explore a range of services that cater to their traveling needs. Yatra has a customer base of more than 7 million customers and is providing people with the best travel experiences.

Kiran Mazumdar Shaw, the founder of Biocon–

Biocon is a Biopharmaceutical company based in Bangalore, India. The company manufactures

generic active pharmaceutical ingredients (APIs),

which are sold in over 140 countries across the globe. The founder of the company, who is also an Indian billionaire entrepreneur, is Kiran Mazumdar Shaw, Indian Businesswomen. She led the company from just an industrial enzyme manufacturing company to a successful biopharmaceutical industry. The company also focuses on research in diabetes, oncology, and auto-immune diseases. Biocon has ranked 20th among the leading biotechnology companies and also as the 7th largest biotech employer globally.

Suchi Mukherjee, the founder of Lime Road–

Lime road is India's first women's social shopping site. The company is headquartered in Gurgaon, Haryana, and is an online marketplace. Her inability to reach out to certain sellers to buy the desired things gave way to the idea of Lime road. Her idea of sharing the product information along with the details of the manufacturer and shipping outside of India was an idea that helped India to connect to the virtual world.

She found out that there were many vendors in the market who could not reach their stuff to the targeted users. And she was successful in maintaining a balance in supplies and demands. Suchi Mukherjee, Indian Business Women was among the 15, voted for the 'Rising Talent-Global Leaders under 40' at the World Women's Forum in Paris in 2010.

Golden windows – Short Story

Little Molly lived in a small, beautiful town. Her tiny house is constructed on the banks of a beautiful river, near the mountain. She was the only daughter for her parents. Although they weren't very rich, they lived happily.

Her house was surrounded by huge trees and beautiful plants. It was a single-bedded house, made of wood. Molly did not like her house very much. She felt that the house.

was too small and not very neat. Little molly was very fond of the mountain. The steep and sloppy mountain had a beautiful but abandoned castle like home with golden windows.

Yes, she liked the home on top of the mountain because of the glittering golden windows. The windows sparkled and glazed so beautifully that little Molly was completely mesmerized. She went crazy for that the glittering golden windows and she started to hate her home more.

However, little Molly was so sweet, and she understood the struggles her family was undergoing. So, she accepted everything silently. Still her desire went on growing.

Years passed by and she grew up quickly. She turned 12 years and looked very beautifully like a golden princess. She believed that she is supposed to live in a house with golden windows, not in an old wood house.

As she grown older, her mom allowed her to move around her house. It was holidays for Molly, and she asked her mom that she wanted to wander in the garden near the river. Her mom also agreed and told her not to go so far. Molly decided to climb the mountain and peek into the house with the golden windows.

She took her bicycle and started her journey towards reaching the top of the mountain. She found a narrow road in the mountain towards the abandoned home in the mountain. With so many struggles, she reached the top of the mountain. She was so shocked to see the dirtiest house, in fact the damaged castle with dark windows. What she used to see from her home wasn't there in the mountain. Yes, the golden windows she saw from the lap of the mountain were in fact the reflection of the dark and dirty windows.

She was very upset and sat quietly for some time as she lost words. Her desire vanished. Suddenly, she looked at her home. A window in her was shining like gold. She realized that the sun rays reflecting in the water make the window glow.

The truth was she lived in her dream home,
the home with beautiful golden windows. She
realized it too late. What she dreamt of for
years just vanished away.

So, understand that all glitters are not gold!

Our gracious thanks to all for valuable contributions in the Department of Management Studies. We look forward to your continued support to take EIT to new heights.

EDITORIAL BOARD

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