Executive

Department Of Management

ASHOKA INSTITUTE OF TECHNOLOGY AND MANAGEMENT
**Executive Shake**

**Magazine Roles**

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The department of Business Administration, ASHOKA came into existence on February 22, 2010 located at heart of the holy city Varanasi at the distance of 3.5 km from the Varanasi Cantt Railway Station and is also near to the place of enlightenment of Lord Buddha, Sarnath (Rishipattan) at the distance of 1.5 km. The institute's location adds vibrancy of the campus and makes it an ideal place for learning. It is safe, secure and provides excellent academic environment. It offers MBA in 6 specializations (HRM, Marketing, Finance, IT, Operations and IB). It aims to excel in arena of Management education covering the objective of imparting superlative skills of teaching hinged on availability of world class infrastructure.

Department believes in conveying such qualitative knowledge that enables budding Managers wizards to accept the challenges of posterity. Our sprawling campus studded with plush facilities will go a long way in giving much needed inputs to students of UP in general and Purvanchal in particular. Our integrated campus is first of its kind to offer Managerial study under one umbrella in the competent and dynamic leadership of top class academic stalwarts.

The Department also intends to ensure holistic growth of students in order to make them accountable for societal and national elevation and amelioration. It has already become a trend setter in professional education in eastern UP owing to the strong foundation laid by great minds, assisted by highly qualified faculties and supported by excellent infrastructure and amenities.
Message from Chairman's desk

I, with immense pleasure, forward my best wishes to the department of Business Administration that students as well as Faculties of Department have done a great job pondering over the magazine “Executive Shake” to be published which is of great use of Executives, Industry and academics as well. With such innovative and advancing acts department has repeatedly made me proud.

With such achievements to its credit, the department has rightly earned glittering reputation and excellence in the field of Management Education and now a new feather is added in the wings of Ashoka with the publication of the Magazine.

Today I am proud by the success of persistent effort to disseminate knowledge at large. For realizing this endeavor.

I extend my wishes to the entire management team who made this effort to scale greater heights of excellence meeting put expectations of Ashoka.
Message from Vice Chairman's desk

Congratulations on the upcoming publication of your Magazine “Executive Shake”. The few that I gone through were so good it's a wonder they weren't snatched up sooner. voices in the Magazine were bright and new in a way that After all the work you put in on this volume, it looks like that department will finally be recognized more than ever. If there is any justice, the success of your first Magazine will keep you going well beyond the second, and third..

It is a matter of great pleasure and pride that the Department of Business Administration Ashoka is providing an excellent education and mentoring the students, aspiring to be competent professionals in Management and research projects.

The endowments have been initiated in the Department for the benefit of students, faculties and in the development of Executives at large.

A big applaud for the initiation.
Message from Director General’s desk

It is a matter of great satisfaction that one magazine is being published by Department of Management. The contribution to the magazine would be mostly by the faculty members but this encourages the students also. In fact such an activity is more useful for the students because they are pursuing a post graduate course where communication is of highest importance. Eminent English scholar, Bacon, has said “writing makes a man exact”. This short phrase is saturated with meaning that needs to be understood and delved deep for translation into action. This holds true for everyone and success in any field demands effective communication, both verbal as well as written. This can be achieved solely by continuous practice.

With this conception, the inception of a magazine augurs well and teacher as well as students are getting a platform to share their ideas, imagination, experiences and expectations with each other. Probably free exchange of views, writings will gradually grow into the art of producing crystallised solidified ideas which is the need of the hour.

I believe you will all start without hesitation expressing your ideas through this valuable instrument and achieve a status that you will be proud of.
Message from Directors desk

It is unlimited happiness to see that department of Business Administration of ASHOKA is breaking all the barriers and moving forward confidently. Witnessing the creative expressions of students & faculties who have contributed to “Executive Shake”, is a great pleasure. This magazine brings out the notable achievements of the department. I am sure that through these pages readers will get a bird’s eye view of the department at ASHOKA and its wonders. The magazine provides an intersection of great challenge and great opportunity for the students & faculties to review their efforts and to analyze their achievements in research and development. This magazine depicts the positive and creative energy of faculty members and students present in the department.

I applaud the editorial team for the hard work and dedication they have invested in realizing this goal, wish this maiden attempt all success.
Dr. Anurag Mishra  
Director Pharmacy  
Ashoka, Varanasi

Message from Pharmacy Director

At Ashoka Institute of Technology and Management Varanasi, students are expected to have an enriching and life-turning experience which enables them to reach new heights in their professional life. We foster sharpening of skills and enhancement of knowledge base in our students through various extra-curricular, co-curricular and curricular activities through faculties who not only keep themselves at par with the current developments but also contribute to the expansion of the body of knowledge in their field of expertise. To meet the standards and to set the benchmark, Department of Business Administration has taken a leap in publication of academic literature.

As a new dimension in the academic experiences the department of Business Administration has explored a new wing that is “Executive shake”, the first magazine publication of Ashoka itself.

I congratulate the entire publication and editorial team for this act which will enrich students a lot.
Message from Managing Directors desk

Department of Business Administration has been developing a distinctive edge of leadership, equipped to address critical challenges faced by industry and society. It is a matter of pride that the leading numbers of managers are flowered here.

I am greatly pleasured to know that Department of Business Administration is releasing a magazine named as “Executive shake”.

Department offers best professional education in order to ensure qualitative improvement of students and works for making dreams come true associating with the industry needs. This vision is made a practical one by publication of the magazine. To meet our objectives department has organized number of activities Publication is one of that kind.
My best wishes are always there to the department for the initiative undertaken.

Today I am proud by the success of persistent effort to disseminate knowledge at large. For realizing this endeavor;
I extend my wishes to the entire department of Business Administration who made this effort to scale greater heights of excellence in first magazine of Ashoka.
The Goods and Services Tax or GST is scheduled to be launched on the 1st of July, and it is set to revolutionize the way we do our taxes. But what is GST and how will it reform the current tax structure? And most importantly, why does the country need such a huge overhaul in its taxation policies? We answer these pressing questions in this in-depth article.

Goods & Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that will be levied on every value addition. To understand this, we need to understand the concepts under this definition. Let us start with the term ‘Multi-stage’. Now, there are multiple steps an item goes through from manufacture or production to the final sale. Buying of raw materials is the first stage. The second stage is production or manufacture. Then, there is the warehousing of materials. Next, comes the sale of the product to the retailer. And in the final stage, the retailer sells you – the end consumer – the product, completing its life cycle. Goods and Services Tax will be levied on each of these stages, which makes it a multi-stage tax. How? We will see that shortly, but before that, let us talk about ‘Value Addition’. Let us assume that a manufacturer wants to make a shirt. For this he must buy yarn. This gets turned into a shirt after manufacture. So, the value of the yarn is increased when it gets woven into a shirt. Then, the manufacturer sells it to the warehousing agent who attaches labels and tags to each shirt. That is another addition of value after which the warehouse sells it to the retailer who packages each shirt separately and invests in marketing of the shirt thus increasing its value. GST will be levied on these value additions – the monetary worth added at each stage to achieve the final sale to the end customer.

There is one more term we need to talk about in the definition – Destination-Based. Goods and Services Tax will be levied on all transactions happening during the entire manufacturing chain. Earlier, when a product was manufactured, the centre would levy an Excise Duty on the manufacture, and then the state will add a VAT tax when the item is sold to the next stage in the cycle. Then there would be a VAT at the next point of sale. Now, Goods and Services Tax will be levied at every point of sale. Assume that the entire manufacture process is happening in Rajasthan and the final point of sale is in Karnataka.
Since Goods & Services Tax is levied at the point of consumption, so the state of Rajasthan will get revenue in the manufacturing and warehousing stages, but lose out on the revenue when the product moves out Rajasthan and reaches the end consumer in Karnataka. This means that Karnataka will earn that revenue on the final sale, because it is a destination-based tax and this revenue will be collected at the final point of sale/destination which is Karnataka. Currently, the Indian tax structure is divided into two – Direct and Indirect Taxes. Direct Taxes are levies where the liability cannot be passed on to someone else. An example of this is Income Tax where you earn the income and you alone are liable to pay the tax on it.

In the case of Indirect Taxes, the liability of the tax can be passed on to someone else. This means that when the shopkeeper must pay VAT on his sale, he can pass on the liability to the customer. So, in effect, the customer pays the price of the item as well as the VAT on it so the shopkeeper can deposit the VAT to the government. This means that the customer must pay not just the price of the product, but he also pays the tax liability, and therefore, he has a higher outlay when he buys an item. This happens because the shopkeeper has paid a tax when he bought the item from the wholesaler.

To recover that amount, as well as to make up for the VAT he must pay to the government, he passes the liability to the customer who has to pay the additional amount. There is currently no other way for the shopkeeper to recover whatever he pays from his own pocket during transactions and therefore, he has no choice but to pass on the liability to the customer.

A nationwide tax reform cannot function without strict guidelines and provisions. The GST Council has devised a fool proof method of implementing this new tax regime by dividing it into three categories. Wondering how they work? Let our experts explain this to you in detail.

When Goods and Services Tax is implemented, there will be 3 kinds of applicable Goods and Services Taxes:

**CGST:** where the revenue will be collected by the central government

**SGST:** where the revenue will be collected by the state governments for intra-state sales

**IGST:** where the revenue will be collected by the central government for inter-state sales
Everybody in India must have heard the word Black money in last 3-4 Years, but do we understand what this black money really is? Let us understand
‘Black money is the money which is earned through any activity but not disclosed or presented in the legal ways’. These transactions are generally done in the form of cash and are liable to be taxed. The money is kept hidden and it’s mainly used in the underground economy. To bring it back in the regular market they need to do money laundering.

Problems-
Black money creates a lot of problems in Indian society like- Bribery, corruption, terrorist activity, Hawala funding and much more.
Honorable Prime Minister Narendra Modi initiated the Demonetization of rupees 500 and 1000 rupees notes. This was one of the most important and critical decision made by P.M. to control corruption and the black money in India.

Do you ever wonder why these people stash black money? Most of them do it to save or to avoid tax liability; some of them use it for Bribery/ Corruption and some of these anti-social activities which are spoiling the economic system. Black money is also used in for political means, like for funding different activities good or bad and even for buying the politicians during election time.
Same black money is distributed for various elections for marketing related activities.

We always blame the politicians and rich people for this but have you ever noticed that your parents have bribed district authority for getting some certificate or giving money to jump the line in the temple very often these things have happened and we have also done these kinds of things. This kind of society behaviors provokes this money laundering to play with black money.

When we talk about a solution for black money, we target government for it. Yes, the government must bring in powerful solutions. But if we, the citizen of India are not taking part in it then it is not going to work. What we said earlier is “we are the part of the problem” so, we also need to be part of the solution”.

To make a real change in Indian society, we need to be the part of the solution. Definitely there will be solution needed from the government side too, good news is that honorable Prime Minister Narendra Modi has already started demonetization and other activities related to control the corruptions and black money.

I hope we will see a corruption free country in our life time.
Digital marketing provides an opportunity to the buyers to get aware of the wide range of products of different brands; it helps the consumer to give a feedback to the company and can be capable to return the product as per the company’s terms and conditions. It also helps to compare the product’s prices with the actual market prices.

The internet made a significant digital revolutionary change in India, not only in nation but across the world. Every change brings merit as well as demerit with itself. It has given us a platform to connect with the world, socially, professionally and for the business purposes too.

It has made our life easy, with a single click one can purchase or sell a product, anywhere anytime; we don’t need to look after the physical existence of market place. Yes, digital marketing has made a lifestyle easy, convenient and time savvy, but on the other hand it has been difficult for unorganized retail sector to adopt a change positively and connect with their customer digitally across the nation.

There are many more service provider companies like Amazon, flipkart, ebay, shopclues.com which play a vital role in emerging trends of digital marketing. Where a consumer can fulfill his/her necessity from one single click and the product will be delivered at his/her place. An Ex-regional manager of Kotak commodities says, he has experienced the trends of digital marketing, recently he purchased the electronic gadget from the nearby retail store and compared its market price with the online gadget of same model where he found the difference in price so somehow he convinced the nearby retailer to provide product at an online price.

On the whole this is what necessary for consumer to be aware about the recent trends of digital marketing.
Digital marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties. Nowadays people use digital marketing for faster updates on new information and product. With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small businesses that wants to trade online and make a name for themselves on the web.

Digital marketing has several benefits like it puts the consumer in control, provides convenience, increases satisfaction, drives brand loyalty, reduces the selling cycle, reduces the cost of sales, builds your brand, provides targeted results. Also digital marketing is measurable and cost effective. The key components of digital marketing are- Website design, Search engine optimization (SEO), Pay per click (PPC), Social media marketing (SMM), Email marketing, Display advertising, Affiliate marketing, Content marketing and Online reputation management (ORM).

Most digital marketing strategies and campaigns have following objectives like Reaching the right audience, To engage with your audience, To motivate your audience to take action, Efficient spending on your campaign, Return on investment (ROI).
Digital marketing goal
Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers. How digital marketing evolved over the years Back in the day, it was all about search engine optimization – (organic search) which includes website building. With SEO, PPC was born – (paid search) which includes Google’s Ad words, Microsoft’s Ad center, Yahoo’s search marketing etc.
Digital marketing also includes Email Marketing, Mobile Marketing, Digital Display, Social Media Marketing. Measurement of digital marketing is calculated by ROI = (Payback - Investment)/Investment]*100

The main tools of ROI are Google analytics, Google webmasters tools, Basic Google search, Google ad words, Social Media monitoring tools, Sentiment analysis tools.
Digital marketing helps in promoting products and services using digital distribution and social media channels to reach consumers in a timely, relevant, personal and cost-effective manner. It leverages traditional marketing areas such as Direct Marketing by providing the same method of communicating with an audience but in a digital fashion.
Digital marketing is used to increase website traffic, increase brand recognition, improve search engine rankings, generate leads, increase online sales conversions, improve internal communications. Digital Marketing is used by Small to Medium Businesses increasingly rely upon online digital marketing techniques and distribution channels.
Have you ever imagined how a person becomes intelligent? Why the IQ (Intellectual Quotient) of a person differs from the other? What are the habits that can add value to your intellect? Intelligence not only counts your ability to learn faster. It has very broad range, of logical reasoning, emotional quotient, working style and dedication, problem solving ability, creative thinking and innovative perspective. Also, people have some negative and some positive points, thoughts and habits in their personality.

Here are the things that intelligent people avoid in their life...

**Unnecessary risks**-Intelligent people never take high risk in their life. They try to gain greater in calculated risk. Massive risk sometimes leads to massive problems. Although some great businessmen quote they succeeded in their life because of risks. But the risks taken sometimes depend on your luck. Therefore, you must figure out whether you are taking risk or risk is taking you. This is what the intelligent people do, they find the difference between whether the risk is worth taking or it is just an endless game. Intelligent people never take any risk in excitement.

**Underestimating or overestimating**-Intelligent people are very careful about their thoughts and actions. They never underestimate or overestimate themselves. They believe in themselves rather than depending on others. Intelligent people identify their strength and weakness. They don’t waste their time on same work repeatedly. Sometimes they handover the work to whom they find fit for. Overestimation sometimes leads to unnecessary stress, disappointment and frustration. Intelligent people plan their work so perfectly to avoid any future problems.

**Good luck or bad luck**-Intelligent people don’t rely on their luck. They concentrate on their work and duty. They work hard with smartness. They control themselves in adverse situations. They perform their actions carefully with full patience. They believe that success is 99% of hard work and only 1% luck. They always believe that work can help them to achieve high goals. They execute their working plan and don’t depend on luck.

Intelligent people avoid these seven things

Ms. Priti Rai - Assistant Professor , Deptt. Of Business Administration,Ashoka,Varanasi
Careless behavior- They don’t speak carelessly. They handle financial matters very carefully. They spend money as per requirement. They never waste money for temporary comfort. They always do small savings to collect big amount for future purpose. They behave politely and help others. They figure out their plan carefully in a visionary way.

Dwelling- They always learn from their mistakes. They move on from their shortcomings. They find a way to overcome their own failures. They are hopeful for their future. They always take long run journey. They accept their mistakes and also respect others.

Give up- Sometimes people criticize them for the way they do their work. But they never give up. Their ideas sometimes might fail and face ridiculous response. But they never quit. They always believe on themselves with full confidence. They don’t care what the people think about them. They believe in their abilities and achievements. They never feel oppressed and inferior from others.

Multiple plans- Intelligent people always have a secondary plan for important work. They never trust on single plan system and single idea. They get inspired by others. They never get overconfident on their performances. They always have some safety net. Their way of planning reduces unnecessary troubles and obstructions. They believe that “Failing to plan is like planning to fail”.

This is not the end. There are many other things which intelligent people do in their daily life. Above all the only thing is to be confident, trust on yourself, work smartly rather than carrying heavy loads have a vision for any work, try to get how to finish any work before you start. There are innumerable things to learn and do. Personality development and intelligence building is long term continuous process. So, enjoy the process and increase your intelligence, develop your personality and do your interesting work....
Facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject and its smart application approach is knowledge to use as and when required whereas management is the synchronized approach of planning, organizing, directing and controlling but in a composite sense, Knowledge management is the structured management of an organization's understanding for the purpose of creating worth and meeting strategic & intentional requirements; it includes initiatives, processes, strategies, and systems that sustain and enhance the storage, assessment, sharing, refinement, and creation of knowledge. Therefore it has a strong relation to organizational goals, and it involves the management of knowledge that is useful for some purpose and which creates value to the organization.

Knowledge is an intangible transferable asset which the organization should know and promote for learning, sharing, and creation the new knowledge it’s called knowledge for knowledge’s shake; How to make the right knowledge available to the right people at the right time is the key to knowledge management. Knowledge Management must therefore create/provide the right tools, people, knowledge, structures (teams, etc.), culture, etc. so as to enhance learning; it must understand the value and applications of the new knowledge created; it must store the knowledge and make it readily available for the right people at the right time; and it must continuously assess, apply, refine, and revive organizational knowledge in conjunction with concrete long and short term factors. The nature of knowledge is more or less intangible and it has distinction from understanding thus we can say that all knowledge is understanding but all understanding is not knowledge.
In organizations people may have understanding of organizational culture and competencies but it may not make them stand as an individual for long-term application of what they understand soundly instead knowledge gives them the experience and sustenance in almost all the dynamic situations of the need of industry as well as organizations. It's entirely an innovative approach which inculcates aspects of time management to stress management rather the focusing the static environment based on understanding. It is a concept in which an enterprise consciously and comprehensively gathers, organizes, shares, and analyzes its knowledge in terms of resources, documents, and people skills. It involves data mining and some method of operation to push information to users, its plan involves a survey of corporate goals and a close examination of the tools, both traditional and technical, which are required for addressing the needs of the company.

The challenge of selecting a knowledge management system is to build a methodology that fits the context of the overall plan and encourages employees to use the system and share information. The goal of a knowledge management system is to provide managers with the ability to organize and locate relevant content and the expertise required to address specific business tasks and projects. Some knowledge management systems can analyze the relationships between content, people, topics and activity and produce a knowledge map report or knowledge management dashboard.

So knowledge management is the burning need of organizations for sustainable development and growth it involves the process of discovery & Detection, Organization & Assessment, Sharing, Reuse, Creation and Acquisition of knowledge.
The word stress itself defines the critical situation of the mind. If we have to define the stress we can say that it’s a situation where your mind becomes overloaded to handle any critical situation.

The stress management is applicable at both the levels personal as well as professional. We people have had different qualities and capabilities to handle the particular scenario. When our capabilities have limited applicability the stress occurs. Now as we see that it’s a natural process so can we manage our stress?

Yes, indeed it has the soluble approach as all the natural processes have some sort of proceedings and outcomes. Stress is a fight between the mind and the situation. In Today’s scenario the desire of an individual is very high and they want to fulfill it at any cost. By the time they achieve their desire they invite the stress in their life. It is not because of their incapable position but the mental condition and clichéd situations that he has led forward and he is not competent to handle the multiple activities at a time. I would like to highlight the stress with a real case

**Case: Bank of Baroda**: Bank of Baroda Orderly Bazaar branch has opened the salary account of all police men in their branch. Previously they receive the salary in cash but since the salary has been transferred in account a major payment occurred in the branch. More than 200 customers were in queue to receive the salary. Now with one cahier it was very difficult to handle the Cash payment. Not only cashier but Manager also involved himself to pay the salary. The impact which occurred that the regular customers suffered in this particular period. Staff gets tempered and they felt very uneasy.

Now the question arises could we manage these things? Whose fault was there? Yes, the branch was not prepared to handle such large number of customers.
**REMEDIES**

which branch could apply:

1. As the branch was aware that it is going to open a salary account so branch should have provided the debit card to its customers so that less number of customers could walk in.
2. More than one teller has to be appointed there to tackle the situation.
3. Token system must be applied to manage the customers gathering.
4. Amount less than 3000 should only be allowed for withdrawal from the branch.
5. Encourage customers to use net banking and made them aware regarding this.

So we can see the level of stress from above case where the customer and bank both were in critical position. It is a single example I shared in terms of stress which occurred in an organization. But stress is not bound with organization only it can be personal too. We people have experienced stress many times. Every time we need to tackle the situation in best way. Overall we can say the types of stress varies organization to organization and can be managed according to situation.

Nowadays, Yoga has become one the best way to handle the stress although it totally depends on individual and the aura or mindset that he or she bears.
Talent- Natural attitudes or skills
I believe Talent management is the never ending war of talent. It is the part of human resource development specially dedicated to the purpose required to recognize the source and steel them.
It is the name itself to manage the employee’s ability, competencies and the power of the workforce within the organization. This concept is not limited to recruit the workforce but it also works for exploring the hidden qualities of the people and explore them to get the desired result for the organization and themselves.
We all know that, its human resource who takes the industry to next level. For achieving the goal it’s very important to analyze the talent of the workforce and attract them to connect with you and as per the organizational strategies. An employer can put them to the right place according to the qualification, skills and abilities of the person in the organization. How capable he/ she may be but if they are put at the wrong place they defeat your purpose.

How they are managed is the most important source of most organizational competencies and strength. Previously we had seen that talent was largely an issue for HR personnel.
Now more than ever, it’s imperative that organizations manage people well. As the importance of the people to the bottom line grows, are dramatically changing.
Alarmingly, most organizations are not prepared to manage its new generation’s talent. Not surprisingly many organizations are already struggling to effectively manage new generation of talent. Global organizations are awakening to learning realization that is significant for demographic, economic, sociopolitical and technological changes which are dramatically altering the workforce. Difference in birthrates, retirement threads and job requirements are reducing the size of the manpower and creating significant skills shortages, while earned trade barriers. Communication advances and knowledge economy are producing a highly global and virtual workforce and the knowledge economy has changed employment controls which are giving rise to the most autonomous and empowered group of workers ever.
These changes are dramatic and they are really that many employers have not yet griped. The workforce is becoming:
A smaller and less sufficient skilled workforce.
Increasingly global workforce
A highly virtual workforce
Vastly virtual
Autonomous and empowered

**A smaller and less sufficient skilled workforce.**

Due to lot of changes early retirement and shrinking of middle aged workforce, there will not be enough workers to fill the jobs. To alleviate the workers shortage, growing participation from groups under presented in domestic labour market (mature workers, women and disabled) will be critical.

There will not be enough workers with the required skills. Many organizations are cutting on corporate training program which is further contributing to the skilled workers shortage.

**Increasingly global workforce**

1. Workers mobility and migration are gaining momentum.
2. Job migration has become a business requirement.
3. Workers who take jobs in other countries without actually changing must less citizenship are also becoming increasingly common place.

**A highly virtual manpower**

Co-workers and the meaning of being “at work” are being completely redesigned as workers across the global connect via- the talent communication technologies. Nowadays workers are fired from their works and relieved of their traditional nine-five schedules. Growing use of wireless phone, internet connection, and personal digital assistant combine with the rising proportion of work that can be transmitted electronically.
Vastly diverse workforce
The most diverse workforce in history in terms of age, gender, ethnicity and life pursuits, as Changes in birthrates migration pattern and cultural norms take holds. There are more generation in the workforce than ever before, it is a more gender balanced. Workers are leading more complex and uniform lives. They are judging, repeating and changing stages more frequently in a lifetime.

An Autonomous and empowered workforce
Workers have capacity and desire to be more influential on the job

Top implications for talent management
1. Predictive workforce monitoring and strategic talent decision making.
2. Flexible and anticipating talent sourcing.
3. Customized and personalized reward and communications.
4. Distributed and influencing leadership.
5. Unified and compassionate cultures. Providing this creative work arrangement like family medical care facilities, café, break room and flexible scheduling has paid off with grater employee loyalty, higher motivation and higher productivity together flexible and anticipating sourcing represent the most efficient and cost effective ways for organizations to maintain adequate talent level from the new workforce.

In the end effort to counter next generation threads to employee engagement by building a unifying and compassionate culture will stave off what could be a huge drain on corporate bottom lines—disengaged workers, often star performers with holding talent due to mounting dissatisfaction.
STP marketing is a three-step approach to build a targeted marketing plan. The "S" stands for segmenting, the "T" for targeting and the "P" for positioning. Going through this process allows a business owner and marketing consultants or employees to formulate a marketing strategy that ties company, brand and product benefits to specific customer market segments.

The segmenting step is essentially a brainstorming activity. You list out all the potential market segments you could target in a marketing campaign. Niche companies sometimes have only one target market, while other businesses may have five or 10 possible segments, or more. Cell phone providers, for instance, often separate customers by benefits. Some buyers want high-tech gadgets while others want dependable communication for travel and emergencies.

When you have multiple, distinct market segments, you typically need to customize marketing campaigns that appeal to each. As you go through the STP process, you select which segment to target with your upcoming campaign. Using the cell phone example, you might decide to launch a new campaign to promote advanced mobile features, media, apps and texting tools to younger, tech-savvy audiences. For this campaign, you would develop messages and use media tailored to that market.
Positioning is how you align your brand or products in the target market. The goal is to offer something that is bigger, better or more valuable than your competitors to a particular market segment. For example, Apple attempts to position itself as an innovative, cutting-edge technology provider to discerning tech buyers who want top-quality solutions. Your positioning serves as your big-picture guide in building your marketing campaign.

Once you have strategized using the STP process, the next step is to implement your marketing tasks to achieve intended goals. If you want to increase brand awareness within an emerging market, you would design commercials or advertisements that introduce your brand and develop an image. You pick media commonly used by that target group. If you are a new outdoor sports gear retailer, for instance, you would create print, radio, TV, magazine, Internet or other advertisements that promote your quality or value to campers, hunters or outdoor enthusiasts.
In spite of so much improvement in science and technology quality of life is deteriorating day by day, which is not taken seriously by any one. Just like drunks we are focusing more and more on material wealth ignoring our spiritual practices and their importance in our life, when we realize this there may not be sufficient time to correct our self. Spirituality as a broad, multi-dimensional construct, lends itself to an individualistic perspective according to an individual’s experience. Spirituality is a dimension of human experience, which includes personal values, attitudes, perspectives, beliefs and emotions. It refers to an inner quality that facilitates connectedness of self, others, and nature, as well as a belief in something greater than self.

Technology has changed the design of work and the rhythm of our lives, Tied to this organizational and technological advancement stressing the importance of self direction. Concentration of mind can only be developed by watching our self closely. One of the biggest tasks we as human beings have is managing our state of mind. The ability to manage your state of mind will determine the degree of success and positive outcomes that you will achieve. Our state of mind is created by our beliefs. Our belief system is the filter for our perceptions and our thoughts. A healthy belief system provides healthy filters through which we can perceive the world accurately. An accurate perception triggers positive, optimistic thoughts. Positive thoughts boost your success and happiness. Because positive thoughts generate positive actions, they create a productive environment from which to operate. All kinds of development commence with the ability of an individual to regulate their emotions and resulting behaviors in ways that are acceptable.
The unique “ANAJ BANK “ by VISHAL BHARAT SANSTHAN , is an NGO working for women, children and poorest of the poor either Hindu or Muslim is situated at Pandey Pur road , Hukulganj Varanasi.

The NGO founder and chairman Dr. RAJIV SRIVASTAVA (BHU PROFFESSOR) focuses that the bank will promote communal harmony and brotherhood. The slogan of this bank is –“KOI BHUKHA NA SOE”.

The bank in its usual process accepts and grants but unlike any other bank it accepts food grains from donors and donate it to needy households. The bank issues passbooks, accepts identity cards ,have donors and recipients counters ,issues token numbers maintains register and gives account number too beside giving a bag to take away the ration. Besides food grains, spices, vegetables and clothes are also distributed to the poor. There are 3 persons as the members of the bank who do the survey so that they can get the information about the needy and recipients, see that they are actually needy or not. Not only the Indians but NRI from Kenya and Singapore have contributed to the bank. Any donor can donate 5kg food grains and open his account whereas organisations can donate 30kg of food grains and open the account. The Anaj bank has started a new facility of MOBILE ANAJ BANK, women who are pregnant, ill, or not physically fit can get help by anaj bank car facility. The person who donates gets the spiritual interest, like

5-10 kg gets SANTOSH
11-20KG gets DUAA
20 & above gets TYAAG
Life time donators get PUNYA
‘If you have built castles in the air, your work need not be lost; that is where they should be, now lay the foundations for them.’

These lines made me ponder over the thoughts, ‘what’s the significance of a life without imagination.’

Imagination is the spice of life. It adds colour and variety to our routine life. It may refresh our agitated minds and rejuvenate our souls to go back to our duty. Imagination in one’s life is like a rainbow in the grey sky; even a quick glimpse of it can impart long-lasting liveliness.

Lack of imagination makes human being no better than worms. Worms whose sole concentration is on its own feeding and growth they pack themselves in cocoons of selfishness and remain detached from the diversity of the outside world.

Imagination fuelled with a purpose and zest for excellence acts like a catalyst it accelerates our rate of accomplishing our designated goals, and even those aims which had remained dormant and indomitable. All great inventions and discoveries of the modern world were once an imagination, and some concepts of science still remain a hypothesis for lack of proper evidence. It is imagination which motivates us to discover beyond the next. It helps us to satisfy our curiosity.

Imagination is often referred to as the ‘mind’s eye’—it picturises the world like the one in which we want to live. It helps us to find out good in every action, and it improves our approach to life. Whenever we are trapped in a predicament, we often imagine what good does that situation embody, and thus unknowingly adopt an optimistic attitude.
At the same time being lost in imagination to escape from reality can prove equally disastrous. Imagination unrealistic or impossible incidents may provide us a temporary escape from harsh reality, but that relief is surpassed by the amount of disappointment which accompanies the shattering of such imagination. Such unrealistic imagination, when not fulfilled, brings frustration and lack of enthusiasm. Not only this, mere imagination will not help us to achieve our goals, unless it is boosted with some action. Hollow imagination not backed by effort and hard work proves to be futile. Rudyard Kipling warns us against this in his poem ‘IF’:

‘If you can dream and not make dream your master;
If you can think and not make thoughts your aim’.

We should learn to draw line between constructive imagination and mere daydreaming—the latter is an attempt to escape from reality, and the former is done to bring us close to reality and materialization of our dream. Imagination of very long-term goals without taking into consideration what lie in the near future often results in disappointment! In fancy, we soar high up in the air, but we forget that very soon, we will plummet to the ground of bitter reality.

To summarise my views, I would like to say that imagination is vital for life. Without it we would be just like animals—guided by selfish instinct. Imagination accompanied by constant attempts will definitely lead to success; but without hard work, it’ll be like an image in the desert—the more you crave for it, the more it recedes.
Entrepreneurship is the process of designing, launching and running a new business, which is more often than not, initially a small business, offering a product, process or service for sale or hire.

The people who create these businesses are called Entrepreneurs. Entrepreneurship is important to economic development in present scenario. It boosts the economic growth by introducing innovative technologies, products, services and ideas. It also provides new job opportunities in long term.

As the government also took a step to motivate entrepreneurs by supporting them financially to give a chance and invites individuals to start business with START UP. Bank loans, government and private foundations help in starting business and in motivating the idea of an individual.

The benefits to society will be greater in economy where an entrepreneur may operate flexibly, develop their ideas and reap the rewards.

Entrepreneurs are important, when the economy is doing badly when unemployment is high, dynamic entrepreneurship could help turn the economy around, by developing new products or firms can boost demand, which could in turn create new job opportunities and reduce unemployment.

We can take examples of Mr. Azim Premji, Bill Gates, Dhirubhai Ambani, Naina Lal Kidwai.
Before we go to this we should have very clear understanding regarding the word successful and unsuccessful respectively. As per today’s modern era being successful means having Name, Fame, huge amount of income whereas UNSUCCESSFUL people are those having the tag of looser, failure and are treated as worthless.

In the real sense successful is a very common word with which we come across in our day to day life. But really it’s a very complicated one. We often listen or read in newspaper success story of an individual. If we closely go to their actions then we can really realize the hard work, strategy, objectives, decision according to the demand of the time is the key to success.

It is definitely true that life of a successful person starts from small goal setting and leads to the accomplishment of it with full dedication. They act keeping their vision in their mind. In such cases they act very carefully understanding what the present time is demanding.

The main reason behind success is creative mindset and flexibility. There is a very common word for successful person is stability and risk taking capacity. They always make a very flexible future planning. They never stuck to only one idea. They always try new things to do and they act accordingly. Another very enthusiastic thing in their life is if they fail in one thing they learn many things from the situation also because for every successful person the solution of any problem is in the problem itself.
The idea of GST was first mooted in the year 2000 by the Vajpayee Government. To make this fantasy genuine, the Kelkar team of Fiscal Consolidation was constituted.

GST in India:
In India many types of tax system were prevailing in the past, and during British period, there were significant changes in the taxation system. There after many changes took place time to time.
To make the Indian Tax system more uniform, Goods and Service Tax has been introduced in India on 1st July 2017.

GST is hailed as the biggest tax reform since independence. Parties on both side of the political regime divide and say it is a good initiative but may disagree on preparedness to implement on various goods. GST will include all taxes at various stages of value addition in production process.

Advantages of implementation of GST in India:- 

Simple consistence: A strong and far reaching IT framework would be the establishment of the GST regime in India and in accordance with that, all the citizen administrations will be managed.

The consistency of assessment rates and structure. : An arrangement of consistent duty credits all through the chain, and over the limits of state would guarantee that there is negligible falling of duties.

Enhanced competitiveness: Reduction in exchange expenses would inevitable prompt an enhanced intensity for exchange and industry.

Basic and simple to manage: Multiple backhanded expenses at the central and state level are supplemented by GST. Upheld with a strong IT framework would be less complex and simple to direct.
Insurance is a means of protection from financial loss. It is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss. An entity which provides insurance is known as an insurer, insurance company, or insurance carrier. A person or entity who buys insurance is known as an insured or policyholder. The insurance transaction involves the insured assuming a guaranteed and known relatively small loss in the form of payment to the insurer in exchange for the insurer's promise to compensate the insured in the event of a covered loss. The loss may or may not be financial, but it must be reducible to financial terms, and must involve something in which the insured has an insurable interest established by ownership, possession, or preexisting relationship.

The insured receives a contract, called the insurance policy, which details the conditions and circumstances under which the insured will be financially compensated. The amount of money charged by the insurer to the insured for the coverage set forth in the insurance policy is called the premium. If the insured experiences a loss which is potentially covered by the insurance policy, the insured submits a claim to the insurer for processing by a claims adjuster. Insurance involves pooling of funds from many insured entities (known as exposures) to pay for the losses that some may incur. The insured entities are therefore protected from risk for a fee, with the fee being dependent upon the frequency and severity of the event occurring. In order to be an insurable risk, the risk insured against must meet certain characteristics. Insurance as a financial intermediary is a commercial enterprise and a major part of the financial services industry, but individual entities can also self-insure through saving money for possible future losses.
Talent management means managing the ability competency and power of employees within an organization. Talent management is also known as Human Capital Management. It refers to the practice of attracting and integrating new members and developing and retaining current member to meet current and future goals.

The Prime focus of the Talent Management is developing people and retaining the best quality of the people. It is now considered as a major role of Human Resources (H.R.) activity. A Talent Management strategy should be to link business with strategy of attracting and integrating to new and emerging trends of industry there are some challenges to face like-leadership Talent, Training, and Developing Talent Recruiting Talent all these are very crucial for an organization. Now a day's Humans are the best resource for any organization. So, if human with proper talent, with proper skill and know how to use their talent and skill properly can make the organization best. Basically, the purpose of the whole process is to place the right person at the right place at the right time.
On November 8, 2016 when the whole world was waiting for the outcome of us presidential elections; Prime Minister of India Narendra Modi came out with his master stroke on corruption, counterfeit, currency and terrorism by announcing demonetization and ceasing 500 and Rs 1000 notes as a part of legal tender. In addition to a new denomination of Rs 2000 bank note is in circulation since November 10, 2016.

Due to demonetization corruption shall be down to a great extent as people will stop the tendency of accumulating money using wrong means. The things may be cheaper. Indian currency may get respect at the International market.

There may be a great check on the terror related funding and therefore on terrorist activities. Due to demonetization fake money will be destroyed, as a result Indian economy will see a big boom and the so-far-booming-real estate shall fall on the ground. Black money is the biggest problem of any economy and it is also considered as the biggest disease of any economy.

This single action of demonetization will either take back that black money into bank accounts or it will be destroyed. The money which was not so far counted in income tax system will come under formal way now. Demonetization will raise income tax collection and government will be able to reduce fiscal deficit in fiscal year 2017. This record move regarding the black money will shift economy of India to organised sector from unorganised sector.

On a positive note they will be reset the expectations as this represents in a long term, big push to the cashless economy. This move also shows the intention of the government to came up with the game changing ideas and will represent a threat to all future operations in the black economy and hoarding of cash.
Management always tries to seek the opportunity from the external environment. With emergence of digitalization organizations are making better profit. Management can circulates a lot of information through the digital devices very easily and soon. Management use these devices for the better communication with employees of the organization. They make strategies and plans and circulate among all the employees of the organization. Management wants to make direct contact with customers so they get a good medium to direct interaction with them.

USES OF SMARTPHONE IN MANAGEMENT

- Smart phones are of benefits of online selling and for provide option of online payment
- Advertisement in front of customer on mobile
- Helps in taking feedback from the customer
- Increases the area of operation
- Best instrument for circulating the information

Management has many uses of smart phones and they use it to improve their quality and improve working efficiency. Management takes benefits in the business concern also by selling their product online and provide the facility to make online payment. Management can have their online stock valuation that is getting the information about the situation of the stock. Enhancing the activities of the management by the using of technology in various fields and aspects. is one of the major aspects of smart phones.
Illiteracy is a state where by one is unable to read and write. In its simplest form. It can be defined as lack of sufficient education. It simply means the lack of knowledge in a specific education or in any subject. Like a person may have gone to school but does not know how to operate a computer. Such an individual has no literacy in computer. In the present era in every job computer knowledge is required. There are many people who have never had the opportunity to go in for formal education mostly due to poverty and sometimes due to an indifferent family background. Child marriage is also a problem that may come about due to illiteracy. The main cause of illiteracy and specially women illiteracy is lack of family support and importance of education, in present, which was there specially in old generation too.

A section of our society has still been unable to move with the time. They reject modern education as a threat to their beliefs and way of life.

The literacy rate in India still having around 74% on an average. Women population constitute a large portion of total illiterate population.

A huge portion of our population (29.8%) lies below the National Poverty Line, which indicates that they do not have access to basic requirements of essential commodities, including food and water, for themselves or their families. If you do not even have enough to eat, how can you dream of going to a school?
Illiteracy is one of the major problems of the world. To reduced illiteracy we should double our efforts and make it our mission to help the poor children in their studies. We should donate our old books of junior classes so that it may be of some help for the poor people. Since some people fail to attend school due to lack of money. Offering free education can increase the number of people attending school.

Since we live in the age of technology and information, creating digital platforms for reading and learning can help reduce illiteracy in the society.

On November 25, 2013, the literacy has been the basic requirement of economic development and it has been recognized through the world and hence literacy has reached around 99% in countries of Japan, South Korea, USA, UK, Germany, France etc.

The government of India and Prime Minister Narendra Modi is trying hard to change the situation by introducing various schemes and programs to encourage people to get a proper education.

Illiteracy has no room in the modern society. The more the number of people who have gone to school will be the better the community for everyone will be people should aspire to be educated and gain knowledge because of the important benefits of being literate.
In the last decade consumers have become more enlightened or environmental issue. So the government takes a step to save environment. Green market is that market which refers to selling the product based on environmental benefit. It came in late 1980’s and 1990’s. Green markets are growing rapidly and consumers are paying a lot on green market.

**Advantage of green market**

Environment is a simply our surrounding. The increased awareness on environmental issue is a result of increased publicity on the media on the issue. Such as the warning on the ozone layer and increased pollution of the environment. There are the many laws on environment safety and protection some of which are OSHA, TSCA etc. this improvement may help the company achieve regulatory compliance and itself as a socially responsible company.

**Disadvantage of green market**

To everyone, plastic bag is like a wonder bag. But does not any one know...

Know how damaging plastic bag is for the environment around us. That government takes step to stop Managing environment safety is highly challenging, time consuming and expensive. There is much law environment safety that made company liable to any wrong doings. These laws cover areas such as harmful pollution, managing of hazardous material.

**Conclusion**

As a result several hazard control, pollution control and prevention programs are there to help in different part of the world on emergency procedures employees training. Also ensure environment safety and protection some of which include like OSHA, TACA, FIFRA, FFDCA, GHS, HMTA etc.
To Live A Determined Life is to focus on an inner life devoted and driven on a journey of self development, not only for personal and selfish reasons but to advance the progress of both humanity and the infinite universe. Hidden and concealed within each of us is the nucleus of a greater and advanced self, one that gets realized and formed through the living of A Determined Life.

Your Personal Life

Your personal life is the focal point and center for all your other lives (professional, family, physical, emotional, and spiritual).... As a spiritual being living a temporary and transient human experience, every facet of your life is interconnected and impacts each others life elements.

Your Professional Life

Success in your professional life means enjoying what you do, being productive, and doing something meaningful. Since most people spend the vast majority of their waking hours either working or thinking about work, having these three components in place will certainly enhance the chances of developing a successful and satisfying work career.
Life is a journey of so many platform and belonging

**Your Family Life**
Families need to be cultivated, and this takes time, effort, imagination, and commitment. This commitment includes the commitment to try, to act, to overcome hurdles and blips encountered on the way no matter what it is.

**Your Health & Fitness Life**
A healthy and fit life is one that not only encompasses getting fit (and staying fit), and eating a nutritious and balanced diet, but also one that includes proactive stress relief management and memory fitness.

**Your Mental & Emotional Life**
Maintaining a positive, optimistic viewpoint boosts energy levels, creates higher levels of focus and concentration, improves you chances of reaching a set goal, and prevents health problems from occurring. This is obviously a better route than wallowing in pessimism and depression from the setbacks and hurdles thrown at you.

*LIFE IS A JOURNEY WITH PROBLEMS, TO SOLVE LESSON, TO LEARN BUT MOST OF ALL EXPERIENCES TO ENJOY,*
Jio also known as RELIANCE JIO and officially as Reliance Jio Infocomm limited (RJIL) is upcoming provider of mobile telephony broadband service and digital services in India. The company commercially launched its services on 5 September 2016.

Reliance jio topped the chart as the fastest 4G service provider by registering average download speed of over 18 megabit per second in June, as per data published by telecom regulator TRAI (The Telecom Regulator Authority of India).

On December 24, 2015 Bollywood actor Shahrukh Khan was appointed as Jio’s brand ambassador.

Reliance Jio may have changed India’s telecom landscape. A month after its launch, RIL claimed that the network had 16 million subscribers, which is said was an all time record. Jio has set off a fierce mobile tariff war in a country. Yet, it had disrupted the data market unlike any operator had done in past.

Jio hunting the balance sheet of other telecom companies.

“NEW BIG PLAN”

JIO phone isn’t only the big project for Reliance Jio right now. In addition to the effectively free device, Jio is keen for an offering of free of cost Wi-Fi to colleges in India.

According to government sources in this regard and “Hindustan Times” report, that Jio wants to connect 3800 colleges in country with its Wi-Fi services. For this Telecom has submitted a proposal which is being considered by H.R.D Ministry.
Global market is the activity of buying or selling goods and services in all the countries the world or the value of goods and services. In terms of investing and capital flow, a global market is the main driving force behind international finance and trade. It deals with concepts on both a micro and macroeconomic scale. Concepts such as futures, swaps and options are a centralised concern in terms of the global economy, impacting the success of investments in different markets.

Stock exchange is an organised and regulated financial market where securities like bond, notes, and share are bought and sold at prices governed by the force of demand and supply. Stock exchange basically serves as primary market where corporations, governments, municipalities and other incorporate bodies can raise capital by channeling swing of the investors into productive.

Secondary market where investor can sell their securities to other investor for cash thus reducing the risk of investment and maintain liquidity in the system.

Trades in the older exchanges are conducted on the floor of the exchange itself by shouting orders and instructions (called open, outer, system). On modern exchanges trades are conducted over telephone or online almost all exchanges are “auction exchange” in where buyers enter Competitive bids and seller enters competitive order through a trading day. The first stock exchange was opened in 1602. NSE.
It would not be right to call GST (Goods & Service Tax) just a change, it’s a revolution in itself, it took years of hard work of our government to make it a reality for us in India. The journey begins when Report of Mr. L.K.JHA Committee suggested VAT in 1974 after which the reform process of indirect tax regime was started in 1986 by VISHWANATH PRATAP SINGH with the introduction of the Modified Value Added Tax (MODVAT).

GST was 1st Proposed and given a go-ahead in 1999 during a meeting between PRIME MINISTER MR.ATAL BIHARI VAJPAYEE and his economic advisory panel, which included 3 former RBI Governors who were IG PATEL, BIMAL JALAN AND C.RANGRAJAN. Vajpayee set up a Committee headed by then FINANCE MINISTER of West Bengal, MR. ASIM DASGUPTA to design a GST model.

The Ravi Dasgupta Committee was also tasked with putting in place the backend technology and logistics (later came to be known as the GST network, or GSTN, in 2017) for rolling out a uniform taxation regime in the country.

In 2014, the NDA government was re-elected into power, this time under the leadership of Mr. NARENDRA MODI. With the Consequential dissolution of the 15th LOK SABHA, GST BILL- approved by the standing committee for reintroduction lapsed. 7 months after the formation of the MODI GOVERNMENT, the new Finance Minister Mr. ARUN JAITLEY introduced GST Bill in the Lok Sabha, where the BJP had a Majority.
A new era has been dawned in the country with the implementation of GST. Now the businesses will not have to pay Excise Duty, Service tax, and Sales tax separately anymore instead these taxes have been merged into a single GST. Interstate trades will become easier and goods now can be shipped from one state to another, without producing transit forms at the Border. Credit of tax paid in one state can now be taken in another state. These are the revolutionary changes that will speed up the economy and at the same time shifting to the new system is bringing woes of transition. the purpose of its origination.
The activities which complement but they are not a part of conventional academic curriculum are co-curricular activities.

It means the Co-curricular activities are those activities which fall outside the Regular academic curriculum, still they are the part of the schooling and college life.

As a Example – These Activities exists at every or all the levels of the Education as from junior, middle level, High School as well as school and college level.

These activities are important in some institutes while in other institutes depend up on its interest.

At higher level of Education Students participation generally include academic points in lieu of the complete of the efforts put by a student in a partition of any activity.

AKTU conducts some co-curricular activities and the colleges which are attached with it also conduct the successful co-curricular activities)

Most of the colleges and institution provide many co-curricular activities to the students, the main aim of these activities, is to develop all-round development of students. Let us see the need and importance of co-curricular activities in student’s life as,

Physical Development: - Due to many outdoor games there happens physical exercise of a child, with the help of these exercises physical development is possible of a child. e.g. Sports such as, cricket, volleyball, kabaddi, etc. game.
Moral Development: When the School, college arranges competitions in values on behalf of that activities students get moral development, the activity such as story telling competition, poetry reading, etc.

Social Development: Man is born in society, and grows in society, men every need is fulfill in society many programs arranged. There is developed the feelings of nationality.

Emotional development: Co-Curricular activity develops the emotional development in student. The feelings of fraternity to each other.

Cultural Development: Our traditions, rights, are understood through co-curricular activities. Drama, Plays, Folk, Folk-Dance, Poetry reading, Religious and Social Ceremonies etc.

List of some co-curricular activities:
- Inter Colleges sporting competitions
- Youth Festival
- Cultural Programmes in Schools and Colleges.
- Annual Gathering in schools, colleges
- Morning Assembly Programmes
- Spot drawing and painting competition
- Singing
- Quiz Competition
- Rangoli Competition
- Poster competition
- Fancy dress
- Various indoor and outdoor games
In this article, we will look at the avenues of investments that can still give you good returns

**MUTUAL FUND**:–
A mutual fund is a common pool of money into which investors place their contributions that are to be invested in different types of securities in accordance with the stated objective.

**BALANCED FUND (funds made up of equity and debt)**:
Many investors are not comfortable with pure equity funds because of high risk associated with the fund. Hence, they look for an avenue that is less risky and also take advantage of market movements partially. Balanced fund is a good choice for such investors.

**EPF (employee provident fund) and PPF (public provident funds)**:
EPF and PPF are the risk free investments offering returns of about 9% or above. There are many advantages of investing in EPF and PPF. They are risk free because they are backed by the Government of India. Moreover, the interest earned is also tax free.

**BONDS (offered by the government and corporate)**:
Bonds are avenues that are risk free. The bond offered by the government & corporate is risk free because the government usually doesn’t default on the payment, there is small risk in corporate bonds in case the company goes bankrupt. However, bonds by TATA, MAHINDRA, RELIANCE, L&T etc. are almost risk free.

**REAL ESTATE**:–The new government focused on economic growth, the real estate sector will bounce with the first hint of an uptick in growth. Moreover, projects such as smart cities will provide ample opportunities to investors in the real estate sector. But investors should be careful of a few companies which are involved in controversies and legal battles with the government and consumers.

**FOREIGN OR OVERSEAS MUTUAL FUNDS**:–
This is another area that investors usually don’t consider due to minimal or zero awareness about foreign companies and markets. However, many mutual fund companies such as DSP Black Rock, Franklin Templeton and others offer mutual funds focused on foreign countries.
The concept of financial security leads to the evolution of insurance industry all over the world and the developing economy of India is definitely not to be left out. The industry has been featured by product innovation, vibrant distribution channels, coupled with targeted publicity campaigns by the insurers. Despite being the second highly populous country in the world, Indian insurance market accounts for less than 1.5% of world’s total insurance premium. Before privatization, insurance products were only offered as a combination of saving and protection but after the entry of private players a new feature of investment emerged in which mutual funds were linked to insurance. The insurable interest of the country remains at all-time low. There are a lot of weakness and threats that contradicts the strengths and opportunities of the industry. State governed insurers dominate the market in spite of being the largest in the life insurance sector, the industry lags behind when it comes to non-life insurance sector with a very minor percentage of entire Indian population actually insured for their health and lives. The rural segment still don’t have the monetary means to invest in the luxury of insurance. Low financial literacy and poor access to financial services in India pose a problem in penetration of the right kinds of insurance products in terms of savings and protection. This limited and improper guidance leads to misspelling, which acts as a negative factor for the industry. Consumers do not have clear idea about their life stage, needs and the product solutions suitable for such needs. Ongoing changes in technology, demography, customer needs and expectation affects the industry. The smaller percentage of population is being insured and those insured do not cover the risk fully.

LIC is a giant player in life insurance business but private insurance companies are moving at a fast pace though the income, size and penetration of pri-
GST is a huge reform for indirect taxation in India, the likes of which the country has not seen post independence. GST will simplify indirect taxation, reduce complexities, and remove the cascading effect. It will replace our current complex central and state indirect taxes to create a common market for India with a seamless indirect taxes. GST will significantly boost investment and growth of the economy.

GST is applied in India on 1st July 2017

GST is governed by a GST council and its chairman is the finance minister of India. Under GST, goods & services are taxed at the following rate, 0%, 5%, 12%, 18% and 28%. There is a special rate of 0.25% on rough, precious and semi precious stones and 3% on gold.

**GST impact in different areas:**

- Footwear & garments
- Cab & taxi ride
- Airline ticket
- Train fare
- Movie ticket
- Life insurance premium
- Mutual fund return
- Jewellery
- Buying a property
- Education and medical facilities
- Hotel stay
- Buying a car
- Mobile bills
- Restaurant bills
- IPL and other related events
- DTH and cable services Etc.

Before GST came in the market we used to pay different type of taxes since long. But now a days every one must pay the equal value and services. All the small enterprises or small businesses are facing the difficulties or problem after coming GST.
On the other side we can see many positive things: GST can have great long term benefits for consumer as well as business, but this benefit vary from sector to sector. Like-

- We can pay the equal amount anywhere in our country.
- Registration is mandatory for anyone who makes inter state supply of goods and services.
- In any field aadhar card is compulsory.
- Benefit of composition scheme for a large segment of small state supplier to make product cheaper.
- To make India manufacture hub.
- To boost investment and export.
- To generate more employment by increasing economic activity.
- Level playing field for small trader in any part of the country.
- Common procedure for registration, duty payment, writing filing and refund of taxes’ More efficient neutralization of taxes
“Women empowerment” and “women equality with men” is a universal issue.

Women Empowerment means to the creation of environment for women where they can make decision freely for their own benefits as well as society.

Women Empowerment refers to increasing and improving the social economic, political and legal strength of the women, for equal right to women, and make them confident enough to claim their right such as:

- Freely live their life with respect and dignity
- Have complete control of their life, within and outside the home and workplace also
- To make their own choice and decisions
- Have equal rights to participate in social, religious and public activities
- Have equal social status in the society
- Get equal opportunity for education
- Get safe and comfortable working environment

**WHY WOMEN EMPOWERMENT IS IMPORTANT?**

Women are as talented as men. Previously, women were not allowed to higher education like men and hence their talents were wasted, but now a days, they are also allowed to go for higher education and its encouragement and women to show the talents which is of benefits of individuals as well as for society.

Overall development of society

the main advantage of Women Empowerment is overall development of the society, the money that women earn does not only help them and or their family but it also helps develop the society.

Reduction in domestic violence:

Women Empowerment also help in reducing domestic violence. Uneducated women are at higher risk for domestic violence than educated women.

Women Empowerment is also helpful women to get educated and know their rights and duties which is helpful in eliminating so many evils which are there in society.
Leadership is a process of social influence in which a person can enlist the aid and support of others in the accomplishment of a common task.

Having a great idea, and assembling a team to bring that concept to life is the first step in creating a successful business venture.

When we see our self, whatever our age may be, as soon as we make that exciting first hire, we have taken the first steps in becoming a powerful leader.

When stress level is high, and the visions of instant success don't happen like you thought, it's easy to let those emotions get to you, and thereby your team.

Take a breath, calm yourself down, and remind yourself of the leader you are and would like to become. Here are some key qualities that every good leader should possess:

- Honesty
- Delegate
- Communication
- Confidence
- Commitment
- Positive Attitude
- Creativity
- Intuition
- Inspire
- Approach
- Passion
- Charisma

"CHARISMA" is a special personal quality or power making an individual capable of influencing or inspiring large number of people.
Mobile phone, today, has become one of the necessities for Human being. It’s not been very long since Mobile phones came in Indian market but still has succeeded in spreading it’s addiction to such extent that now it can be considered like an external Human Organ. We have become so dependent on Mobile phones that if we don’t find it for a while we feel like we have lost a vital body part. Without any second thoughts Mobile phone is probably the most important development in field of technology in past few decades and is still evolving with new features and benefits.

Mobile phones provide us convenience, flexibility, and personal security and ease our life in many ways. It increases efficiency of our mind and make us to think ahead when we deal with its complicated feature. It provides easy accessibility over different transactions, getting directions and also tracing the locations of the people when required. Mobile phone has helped us to become more social but virtually i.e. most of the time we communicate with the people even our family members through text messages, emails, and other social networking sites and hence we don’t interact with our family members in person which creates a gap between the members of a family. Student get diverted from their studies and fail in exams because most of the time they are engaged in mobile. Due to continuous use of mobile phone they lose the ability to concentrate not only in studies but also in any situation. In present scenario it has become very difficult to face the challenges in outside world but mobile phones work like two hands by using this device a human can give even better performance. It acts as a brain for human which can give to solution of any problem. But like any other Organ of a human body if not cared properly and used in a systematic way, will have some side effects, same is the case with Mobile phones. Hence it can be said that the mobile phones is “The New External Human Organ”.

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Mobile phone, the new external organ
In most competitive job markets, recruitment criteria do not stop at technical ability and specialist knowledge. Particularly with graduate schemes, recruiters will be looking for people who can become leaders, and leadership, itself, depends on several key soft skills.

An instructive example of the difference made by soft skills is a medical doctor. A doctor is required to have an extensive repertoire of hard skills, especially the ability to diagnose and prescribe treatments for an array of ailments. But a doctor who does not have the soft skill like emotional intelligence, trustworthiness and approachability is not likely to be very highly regarded by their patients. Similarly, a salesperson who may have an unrivalled and exhaustive knowledge of his market will find it difficult to close a deal and retain clients if they lack the soft skills of interpersonal skills and negotiation.

**What are the Key Soft Skills?**

**Communication**-
As a soft skill, communication is not about multiple syllables or rousing speeches. Able communicators can adjust their tone and style according to their audience, comprehend and act efficiently on instructions, and explain complex issues to colleagues and clients alike. Communication is also an important aspect of leadership, since leaders must be able to delegate clearly and comprehensibly.

**Self-Motivation**-
Having the positive attitude and the initiative to work well without round-the-clock supervision is a vital soft skill for any employee. Not only does it demonstrate reliability and commitment, but it shows that you can fit efficiently into an organizational structure without the need for constant oversight.
Leadership-

Leadership is a soft skill you can show even if you’re not directly managing others. Leadership can be thought of as a collection of various other soft skills, such as a general positive attitude and outlook, the ability to communicate effectively, and an aptitude for both self-motivating and motivating others.

Responsibility-

Self-awareness is a seldom talked about but highly valued soft skill; knowing when to accept responsibility for any mistakes you have made demonstrates a healthy level of humility, and a willingness to learn and progress.

Teamwork-

Like leadership, good teamwork involves a combination of other soft skills. Working in a team towards a common goal requires the intuition and interpersonal acumen to know when to be a leader, and when to be a listener. Good team players are perceptive, as well as receptive to the needs and responsibilities of others.

Problem Solving-

Problem solving does not just require analytical, creative and critical skills, but a particular mindset: those who can approach a problem with a cool and level head will often reach a solution more efficiently than those who cannot.

Ability to Work Under Pressure and Time Management-

Many jobs come with demanding deadlines and occasionally high stakes. Recruiters prize candidates who show a decisive attitude, an unfaltering ability to think clearly, and a capacity to compartmentalize and set stress aside.

Flexibility-

Naturally, people can be wary of leaving the comfort zone formed by their repertoire of hard skills. Flexibility is an important soft skill, inasmuch as it demonstrates an ability and willingness to acquire new hard skills, and open-mindedness to new tasks.
“A journey from an extrovert to introvert”

Sometimes it feels to have my own area of privacy in which I can dream, sketch my views, my creation. This silence gives me the strength that no body is seeing me whether I am wrong or right no one is there to judge me nobody can give me order to do the things according to their wish whether I want to do that or not…

Suddenly I get realized about the fear of the fact the keeping Mum can take my opportunity of being creative. I may not be able to show what is going into my mind. This opportunity may give the chance to others to again make me feel the same as it always make me feel WHY they? why not me? this again is taking me to the same area where again I feel only my presence, my own appreciation no one to admire me to chase me for my creation.

‘No not now this time if not now then never’ these thoughts of being alone has made me frightened about the world that this world may not accept me. My creation if I won’t show them because they believe only what they see and what others show them so now this is the time when I need to throw back all the fear of been teased and wagered by others because I feel my creation are mine and the value I have for that others may not. So its time to turn myself to an extrovert for which I can sketch my creation and show them all that my silence has given me a lot to make my path more flourish and memorable to my new world…
1) **Recruitment**  - This is the one function which is hand in glove with HR. Recruitment has been one of the major responsibilities of the HR team. It is the job of HR personnel to plan and devise strategic campaigns and guidelines for recruiting suitable candidates for a required job description. They also have to serve as a mediator between the employer and the candidate and communicate company policies and terms of the contract to the candidate before he is hired.

This is the first pillar of HR management that every HR manager starts with. It’s probably one of the most important aspects of any HR professional’s career. **The recruitment function comprises 2 main objectives:**

A) **Attract Talent**  - Attracting talent starts with first planning the requirement of manpower in the organization. Gauging needs of the organization’s human resource requirements, and accordingly putting a plan of action to fulfill those needs with placement of “talented professionals”. That’s followed by creating an “employer brand” which will be representative of the organization’s good image and portray an attractive impression in the minds of potential candidates. Employer branding aspects have become very important owing to the new-age media and awareness of employee rights. Putting the best foot forward is no longer enough, it needs to be followed through with honest actions in favor of the employees. And finally… the HR manager needs to them create detailed recruitment strategies carry out the hiring process.

B) **Hire Resources**  - This is where the recruitment strategies are put in action. In the current age, there’s ton of competition vying for the attention of the best talent in the market. The HR manager needs to run all possible engines to go out there in the market and find that one suitable gem. This part of the role includes things like finding relevant locations to look in, reach out to maximum potential candidates using mass communication mediums, aggregate all responses, filter out irrelevant applications, judge suitable incumbents and coordinate internally to get them interviewed. Once the finalists are decided, the HR manager turns into a ‘negotiator’ of sorts, working as a mediator between the company and the candidate to find that win-win ground.
2) **Training** - Not all is done once you’ve recruited a suitable candidate for the job. Many organizations perform tasks a tad differently. Training employee is important to help the new hires get acquainted with the organization’s work pattern. It is imperative for the HR department to incorporate a training program for every new employee based on the skill set required for their job. It will further also contribute towards employee motivation and retention.

3) **Rewards and Incentives** - Rewarding the employees for a work well done imparts motivation and at the same time induces a desire to excel at tasks in hope of obtaining rewards. It serves as bait for inculcating a healthy competitive environment amongst employees to achieve targets and meet deadlines. A reward need not be materialistic always. It could just be a word of appreciation in front of all coworkers for a menial task done with complete honesty.

4) **Organization** - The HR personnel should also introduce the new employees to their colleagues and assign them a mentor. It also involves listing out job expectations and defining roles and responsibilities, thus getting the new employees in tune with the working of the organization. The HR personnel are also responsible for organizing and storing all employee data efficiently and keeping it secure.

5) **Management** - Management is the most important job of an HR manager. What is defines a good HR manager. Management extends right from managing employees to managing the employers and the whole HR department as well.

6) **Conclusion** - According to research, the human part of your organization tallies up to 80 per cent of your organization’s assets; reason enough for you to QC your human resource function. To build a team of professionals, it is of utmost importance to have an equally professional and well-managed HR department. HR function will cost your organization’s future and compromise on its achievements. To summarize, the role of an HR manager is to maintain law and order in the organization and amongst the employees, which further extends to attracting, engaging and retaining top talent.
On 8 November 2016, the government of India announced the demonetization of all 500 and 1000 banknotes. The government claimed that the action would curtail the shadow economy and crack down on the use of illicit and counterfeit cash to fund illegal activity and terrorism.

**Advantages of demonetization:**
- This move will help the government to track unaccounted black money or cash on which income tax has not been paid.
- Banning high-value currency will halt illegal activity as the cash provided for such activities has no value now.
- Most of the businessmen who have been hiding some income are ready to pay advance tax as current year’s income.
- It is helpful for against corruption in India. It is also helpful for collection of hidden money or black money.

**Disadvantage of demonetization:**
- Individuals who have an upcoming wedding are the ones who have to make alternative arrangements to make payments.
- After the news, we have seen that many individuals have burnt their cash and discarded the same, which is a loss to the economy.
  - Every person was facing the problem before circulation of new currency.
  - The cost of currency printing is a burden on the tax payers.
  - It is time taking process.

**Conclusion:**
There are only advantages of demonetization in the long term.

This is a positive step for Indian economy.

There are also new Rs 500 notes in circulation, which are very thin and have great security features.

It is also help for knowledge about black money in India.
The concept of employability is to introduce the Key Employability skills for Today’s Workforce. Below are many employability skills that can help set you apart in the modern workplace.

- Communication
- Critical thinking
- Teamwork
- Adaptability
- Initiative
- Ongoing learning & Development
- Leadership
- Organization
- Technology

**Communication** – The modern business world involves corresponding via phone calls, web conferencing and email in addition to face-to-face meetings. This means that today’s worker must be able to communicate clearly and efficiently across many platforms. However, keep in mind that outstanding communication skills also involve the ability to listen and take feedback or instruction effectively.

**Critical Thinking** – Rapidly changing industry require employees who are able to analyze problems and making decision in response to any challenges that may arise in the workplace. Critical thinking skill are crucial for being able to adapt to new and unforeseen needs in an industry.

**Teamwork** – Highly in-demand workers will demonstrate an ability not only to work collaboratively with other to achieve better end result than would be possible from any individual member, but also to fulfill specific roles as needed and mitigate conflict.

**Adaptability** – Adaptability is all about being flexible and open to changing needs or internal structures. Worker who have a positive attitude toward change as opposed to fighting against it may find it easier to stay ahead of industry trends and challenges.

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**Essential employability skills for present job mark**

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Deptt. Of Management, Ashoka, Varanasi
Essential employability skills for present job mark

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**Initiative** – With the place of today’s workplace many employers appreciate highly motivated workers who proactively look ways to improve processes. Products and services. Tracking potential problems before being asked by management is a great way demonstrate initiative.

**Ongoing Learning & Development** – It’s important to stay ahead of the curve by demonstrating willingness and eagerness to learn more about the company and industry trends, new positions, and additional skill set.

**Leadership** – In additional to acting as internal role model, employees should establish themselves as leaders who can be trusted to champion important tasks and projects.

**Organization** – Efficiency is incredible important in any job. Proper time and resource management, knowledge of internal project management system. and even the tidiness one’s workspace can all be indicators of an employee’s organization skills.

**Technology** – modern workers need more than just the ability to use modern technology develop and exhibit a deeper understanding of ways in which new technologies may be able to help improve performance, efficiency and communication.
Concentration is a key to success. It means to focus on one area. When we concentrate, the cosmic power from the universe starts coming upon us. Concentration clears out all confusion. Why our mind changes very easily? Because of lack of concentration. I have seen many people confused about their carrier, about their self. I wonder some people don’t know what they want. Concentration helps you to know about yourself, your passion, likes and dislikes etc.

Concentration gives you the power to define your future. Clears vision. Good memory, mind relaxation. The power to concentrate is the most important thing. Living without this power would be like opening one’s eyes without seeing anything.” A mismatch of confidence and desire results in the creation of concentration. On every stage of intellectual ability, concentration is the key to success. If you lack in concentration then your work may not be efficient. During examination a student may get distracted when a popular song runs through his head. A concentrated brain can solve problems with enhanced mind and succeed. The focused energies behind a concentrated mind can also make problems vanish before it is required to be solved.

One of the most important ways to succeed is to implement this silent tool which has been used by many achievers to climb the ladder of success. A person doesn’t need to be astonishing and have supernatural power to apply this key. The 13 letter magic key is “Concentration” which is simple but very powerful. A concentrated mind attracts many opportunities for success. A concentrated mind receives stimulation and this may often be thought of as a divine support by others. Concentration helps to know our power, capabilities and channels them by resolving all hurdles from the path of success. Concentration becomes very deep as it is of higher stages and leaves no issue and simply practice. During this stage an individual gains a deeper understanding of the work or the problem.

An individual’s ability to concentrate depends on commitment to make efforts that is needed to complete the task according to plans, enthusiasm for the work, skills for doing the task, emotional, physical and psychological state and as well as the environment of work. Concentration brings before us with the fastest path of attaining goals. A beautiful mind is a concentrated mind that provides results and gives the power to conquer challenges.
When we hear the word leadership, we tend to picture a person in a suit heading a large corporation, or the head of a large nation. But we should believe that everybody is a leader in their own sphere of life. Every leader has his or her own style and strategy. In words of Warren Bennis, Leadership is the quality and capacity to translate vision and mission into reality. Leadership is a process by which an executive can direct, guide and influence the behavior and work of others towards accomplishment of specific goals in a given situation. Leadership is the potential to influence behaviour of others. It is also defined as the capacity to influence a group towards the realization of a goal. Leaders are required to develop future visions, and to motivate the organizational members to want to achieve the visions. It is the human factor which binds a group together and motivates it towards goals. It is an inter-personal process in which a manager is into influencing and guiding workers towards attainment of goals. It denotes a few qualities to be present in a person which includes intelligence, maturity and personality. It is a group process. It involves two or more people interacting with each other. A leader is involved in shaping and moulding the behaviour of the group towards accomplishment of organizational goals. Leadership is situation bound. There is no best style of leadership. It all depends upon tackling with the situations.
Time management is not a skill we are usually taught growing up, so developing an organized approach to your studies is an opportunity to learn how to work more efficiently.

**Good time management**

What is the most valuable resource you have as you work towards your exams this year? Why, time of course! You only have so much of it and sometimes it feels like it just flies by. At exam time, students often wonder where all of the time went. Then, at other times, it feels like the day will never end. The important thing to remember is that there are 24 hours in every day and that is the same for everyone. Because no student has more time than another, sometimes good time management can make all the difference in achieving great exam results. This is another skill which we are not taught as we grow up, but now it’s time for you to learn how to control your time – and how to spend it wisely. If you can achieve this, you will be able to make sure that the time you spend studying gives you the maximum amount of learning possible.

Although it may sometimes feel like a waste of time, you will actually gain huge time savings when you take a few minutes to plan out your day. Below are some of the many reasons why you may want to learn how to plan your everyday life and get organized in your studies: It helps priorities – good time-\-tabling helps you take care of the important and urgent tasks first.

It helps with being realistic – we often don’t realize how long a task really takes. Timetabling shows you how long you spend on common tasks such as essay writing and problem solving.

It helps you procrastinate less – with a written list of tasks you are more likely to sit down and just get it done.

It helps you to be more productive – you should know exactly what you will study before you sit down at your desk.

**Be organized**

The clear message so far is that good organization is the key to being a successful student. You have to trust me when I tell you that an organized approach to your studies will mean that you will have to work less over the coming year. With better organization you will be on top of things from day one and won’t have to cram in exam time. I know it sounds too easy, but it really is the secret to success.
I have found the best approach to be one which breaks your goals up into three different types: **short, medium and long-term**. A great way for students to describe these would be as daily, weekly and term goals. You can record these in your study planner, with daily goals being quite detailed and term goals being more general and giving you an overall understanding of your studies:

Your daily plan can hold a day by day account of your assignments and areas of study. The best time to prepare your study plan is in the evening time, when you have finished studying and know what needs to be done the following day, so make a to-do list or list of short-term goals for the next day then.

Your weekly plan can be used to give you an overall plan for the week, a list of approaching tests and tasks to be achieved over the seven days.

Your term calendar gives you a broad view of your semester and helps you to plan ahead. Use this to mark all school assignments, tests, and activities (along with due dates) so that you don’t overlook them by mistake.

It helps give you more freedom – when you plan ahead, you know that you’ll be finished at a certain time. Students who don’t plan well often find themselves working all evening without realizing it.

It helps reduce guilt – if you know that you’ve achieved your goals for the day then you can spend your free time without your studies on your mind.

It helps you track your progress – stick to your timetable and you know that you are on course to get everything done. It helps you plan for the long-term – good organization removes the uncertainty from your study and helps you focus on getting the best results possible. Good planning is the key to getting the most from all of your activities. This discipline also helps create a good study-life balance and will benefit you in many areas of your life for years to come.
In this article you will get about the importance of personality development and communication skill for bright career after MBA. After acquiring the graduate degree, most business aspirants tend to apply for MBA program. With various Available private, deemed, state and central level universities, choosing the best is a tough job. However, you can make it simple by understanding the exact meaning of MBA. Most of the students think MBA is just another course, it will be similar to any Other generic course of we studied earlier.

In fact it’s not an academic courses which teaches us managerial terminologies. While the MBA program includes various aspects of developing soft skill. i.e. personality development and communication skills can help the candidates to reach their professional and personal goal.

IMPORTANCE OF PERSONALITY DEVELOPMENT

In business presentation with client or a debate/group discussion with teammates, you can’t achieve success without influencing others. Structuring your body, attitudes and mindset as per the competitive market let you build confidence that is so essential in addressing successfully any type of public forum. The word personality itself resembles the combination of appearance and characteristics. It refers to one’s attitude, politeness, eagerness, behavior, style punctuality, mindset, self-confidence, speaking ability. So, you need to possess a positive attitude, impressive personality, smart dressing sense that can aid you in creating a lasting first impression.

FASHION MANAGEMENT

When it comes to a post-graduation in fashion industry. Most students get confusion between a PG in fashion designing and an MBA in fashion management. Here, they are recommended to remember that design is, of course, the heart and soul of the fashion industry. But, when they take up a master of business administration in fashion management, they will learn marketing and retailing technology. Which are also important for succeeding in the fashion industry.

In other word, the management part is as important as that of the designing part.
Successful performance management is multifaceted and tailored to each individual employee and their job role. Improving morale, creating loyalty and increasing overall productivity in your employees through performance management is the key to your company outperforming the competition.

There are many ways to approach the task of creating a performance management process—

- Individual goals and corporate strategies are defined and communicated company-wide.
- Progress on goals is monitored, and management provides coaching on performance.
- Individual performance is appraised with feedback and formal documentation.
- Compensation is given based upon performance. If performance meets or exceeds the desired standard, a reward is given. If performance does not meet the desired standards, a performance development plan is created to address the gap, and a new performance date is scheduled.

Defining Goals –

The first step in performance management is setting the stage correctly—defining individual goals and aligning them with the corporate strategy. The process of setting goals should be a collaborative process between a manager and his or her employees. Once the company-wide strategy is established, individual goals should be created that support the "big picture". Major job functions and responsibilities, both shared and individual, should be addressed within a SMART goal framework.
Specific: to each employee, their job role and their skillset.
Measureable: with milestones to keep track of progress.
Achievable: with the right amount of effort and work ethic.
Relevant: focusing on delivering the company’s overall strategy.
Timely: goals should have time frames for completion.

Monitoring Progress on Goals –
Managers need to be aware of their employees’ progress on goals in order to step in with coaching assistance or resources when it appears that goal targets may be missed or, even better, to acknowledge successes with appropriate monetary or non-monetary rewards.

Pay-for-Performance Compensation –
A successful pay-for-performance compensation strategy can be the key to retaining your top talent and driving organizational performance that exceeds all expectations. It is important for an employee to know that if his or her work performance meets or exceeds expectations that he or she will be rewarded for the hard work appropriately through pay raises, bonuses or other rewards.

Conclusion – A first-rate performance management plan is the key to creating an engaged and aligned workforce—the hallmark of all successful businesses. Without one, your organization could lose more than just time and money – you could lose knowledge, employees and, in the end, your competitive edge.
Risk management is the process of minimizing or mitigating the risk. It starts with the identification and evaluation of risk followed by optimal use of resources to monitor and minimize the same.

Risk generally results from uncertainty. In organizations, this risk can come from uncertainty in the market place (demand, supply and stock market), failure of projects, accidents, natural disasters, etc. There are different tools to deal with the same depending upon the kind of risk.

Ideally, in risk management, a risk prioritization process is followed in which those risks that pose the threat of great loss and have great probability of occurrence are dealt with first.

Risk Source: The source can be either internal or external to the system. External sources are beyond control whereas internal sources can be controlled to a certain extent. For example, the amount of rainfall, weather over an airport, etc!

Problem: A problem at the surface level could be the threat of accident and casualty at the plant, a fire incident, etc. When any or both of the above two are known beforehand, certain steps can be taken to deal with the same.

After the risk/s has been identified then it/they must be assessed on the potential of criticality. Here we arrive upon risk prioritization. In generic terms ‘likelihood of occurrence × impact’ is equal to risk.

This is followed by development of a risk management plan and implementation of the same. It comprises of the effective security controls and control mechanisms for mitigation of risk.

Risk identification can start at the base or the surface level, in the former case, the source of problems is identified. We now have two things to deal with the source and the problem.
Organizational Objectives: When dealing with a risk it is important to keep the organizational objectives in mind. The risk management process should explicitly address the uncertainty. This calls for being systematic and structured and keeping the big picture in mind.

Reporting: In risk management communication is the key. The authenticity of the information has to be ascertained. Decisions should be made on best available information and there should be transparency and visibility regarding the same.

Roles and Responsibilities: Risk Management has to be transparent and inclusive. It should take into account the human factors and ensure that each one knows it roles at each stage of the risk management process.

Support Structure: Support structure underlines the importance of the risk management team. The team members have to be dynamic, diligent and responsive to change. Each and every member should understand his intervention at each stage of the project management lifecycle.

Early Warning Indicators: Keep track of early signs of a risk translating into an active problem. A more challenging risk to organizational effectiveness is the risk that is present but cannot be identified. For example a perpetual inefficiency in the production process accumulates over a certain period of time and translates into operational risk.
It came into force on 28.03.2012 as the central government may, by notification in the official, appoint. Establish a mint at any place which may be managed by it or by any other person, which may be authorized for the purpose: provide further that where the government is of the opinion that it is necessary in the public interest so to do, it may authorized the making of coins by any organization or government of any foreign country, within the limit of India and acquire such coins either byway of import or otherwise for issue under its authority.

Coins may be minted at the mint or at any other place authorized under the condition to section 3 of such denomination not higher than one thousand rupees and such dimensions and deigns and containing such metals or mixed metals of such composition or any other material as may be prescribed by the government. All new coins in the naya paisa series, designed as the notification of the government of India in the ministry of finance, department of economic affairs, number of S.R.O 1120, dated the 11th may, issue previous to the commencement of the Indian coinage act 1964. where any coin issued by authority of government is tendered to any person authorized by the government under section 9 and such person cut the coin, the tender shall bear the loss of cutting. Where an offence under this act has been committed, every person who at the time of offence was committed in charge. Any coin in relation to which any offence under this act has been committed shall be forfeited to the government.
Bitcoin is a worldwide digital currency created in 2009. It follows the ideas set out in a white paper by the mysterious Satoshi Nakamoto, whose true identity has yet to be verified. Bitcoin offers the promise of lower transaction fees than traditional online payment mechanisms and is operated by a decentralized authority, unlike government issued currencies. It is known as the first decentralized digital currency, since the system works without a central repository or single administrator. Bitcoin is one of the most important inventions in all of human history. Anyone can send or receive any amount of money with anyone else, anywhere on the planet, conveniently. The system is peer-to-peer, and transactions take place between users directly, without an intermediary. Bitcoin isn’t owned by anyone. Think of it like email. Anyone can use it, but there isn’t a single company that is in charge of it. Bitcoin transactions are irreversible. This means that no one, including banks, or government can block you from sending or receiving bitcoins with anyone else, anywhere in the world. With this freedom comes the great responsibility of not having any central authority to complain to if something goes wrong. Just like physical cash, don’t let strangers hold your bitcoins for you, and don’t send them to untrustworthy people on the internet. Bitcoin isn’t owned by anyone. Think of it like email. Anyone can use it, but there isn’t a single company that is in charge of it. Bitcoin transactions are irreversible. This means that no one, including banks, or government can block you from sending or receiving bitcoins with anyone else, anywhere in the world. With this freedom comes the great responsibility of not having any central authority to complain to if something goes wrong. Just like physical cash, don’t let strangers hold your bitcoins for you, and don’t send them to untrustworthy people on the internet.
Women have reached everywhere in every field but still a question arises, "IS SHE SAFE". This fact is shameful for citizens that women are still not safe in India. Police records show high incidence of crimes against women in India. Most working women across India feel insecure about their safety, mostly during night shifts. Everyday there is at least more than 5 news about shocking incidents of harassment or sexual assault against women.

In most cases, culprits are roaming freely and fearlessly, and cases are lying in various district court. So, what are the reasons behind this? One of the main reason is the weak functioning administration. In some cases, police doesn’t take any action if such incident happens in its presence and remains silent which is very embarrassing for our police department. In most of the cases, the criminals are arrested but released on bail and no strict punishment is given to them. Though our government is making many laws but they are not strictly followed. So, women are not safe in part of the country. Women laws and amendments which are made for the safety and empowerment, need to be revised and refined so that any women here can express herself and fulfil her desires and dreams. There should be some organisations and NGOs for the protection of women and girls by providing emergency phone numbers. Other measures that can be taken include providing self defence training to women; installing safety devices at the work place; undertaking police verification of cab drivers, security guards and peons who are deputed on night shifts and setting up efficient complaint redressed systems.
It has been more than 5 months since GST has been implemented in India. While the industry was very apprehensive the GST transaction has been smooth. The big question is that how GST will impact on common man budget. The primary impact to be felt by the consumer would change in prices of goods and services on the basis of GST rates. In service the tax has increased from 15% to 18%. The 3% increase could potentially mean an increase in the price of service by 3% for the common man in the short run.

GST is expected to bring greater transparency improve compliance levels and create a common playing field for business by amalgamating a host of central and local taxes. It would change the current tax regime of production based taxation to a consumption based system.

GST is divided into three types SGST, CGST & IGST.

The GST lived on the intra state supply of goods or service by the center is CGST and by the state is SGST.

On interstate supply of goods & service integrated is IGST. Collected by center.

For eg. Rajesh, a dealer in Maharashtra sold goods to Anand in Maharashtra with the worth rates of 1800. The GST rate is 18% comprising of CGST rate of 9% and SGST rate of 9% in such case the dealer collect Rs. 1800 &Rs. 900 will go to the central govt. & Rs. 900 to the Maharashtra govt.
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