

FLAMES

2019-20



FACULTY OF BUSINESS ADMINISTRATION (GLS BBA)

GLS UNIVERSITY

Ellisbridge, Ahmedabad

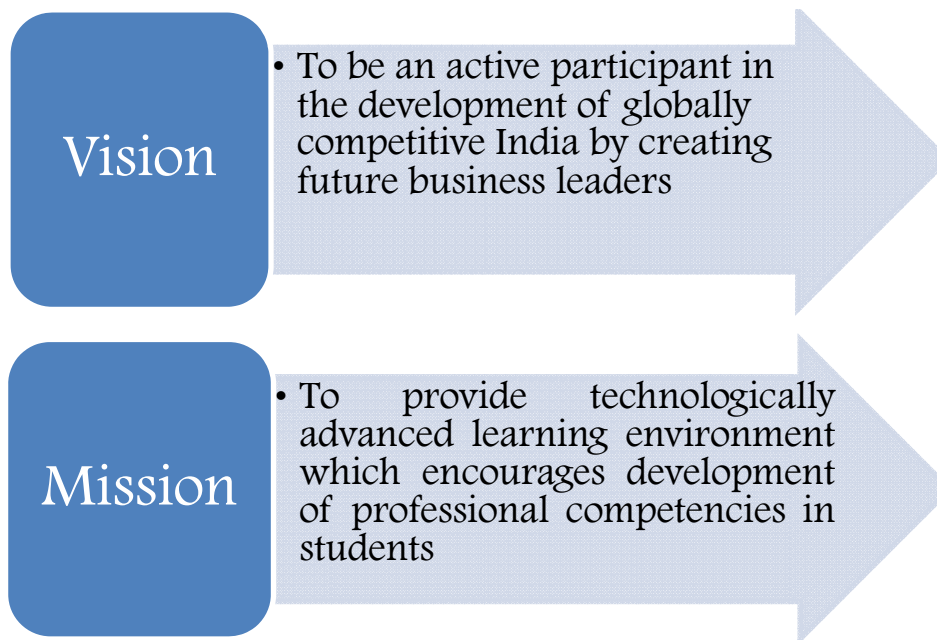
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Faculty of Business Administration
(GLSBBA)

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(2019~20)



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From Director's Desk...



Welcome to another edition of **Flames**!

GLSBBA is synonymous to persistent pursuance of high standards in Management Education. Incidentally, Management Education is considered to be extension of Commerce Education but it is a myth. Management Education is multi-disciplinary and inter-disciplinary in nature but the success of a good manager hinges on one's ability to communicate with others. Writing is one of the ways to manifest one's communication skills. A good manager must possess excellent communication skills to convey in writing the expectations from employees and workers. Our college magazine **Flames** gives students an opportunity to explore their writing skills and fathom scope of their success. Writing not only aids in improving their power to express but also to articulate and present facts acquired through reading. Writing induces students to analyze, evaluate and critically think on any subject of human concern which is evident from the article by Nandini and Azra who chose to talk to street vendors for their article 'Unheard Stories'. We are happy to boast that this platform is instrumental in making students think unconventionally. It would not be exaggeration to state that **Flames** is an exemplar of students' literary talents, creativity and insight into matters of human concern.

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Live Life in Moments...



ADITYA VADI, FYBBA

Live life in moments, not in days or years or your schedule. It's our misconception that most of the time we live our life the way we want. Every single step that we take is influenced by others. Only the part we hide from everyone else and keep deep within our heart is our own.

I strongly urge you all to realise that hidden part of yours. Go, live the part live your life. Don't let your dreams die within you. Trust me, your struggle, your fight, will be worth the risk in opening yourself up. Get up inhale the air of passion. Start your journey, grab your dreams, enjoy your mistakes. Dance to the rhythm of your heartbeats. Smile, laugh, love, live.

In the end we always regret the choices we didn't make, the love we didn't accept and the dreams we didn't fight for.

Filmy Tadka to The JNU Protests



ALFINA VIRANI, FYBBA

Our country is a democratic country. The government is of the People, for the people and by the people. Whenever the government takes a decision, the citizens have a right to raise their voices if they disagree with the decision. One such decision was the passing of the Citizenship Amendment Act. India is fuming over this current issue. The act plans to give citizenship on grounds of religion which goes against the spirit of our constitution.

Our constitution states that a person has the right to freedom as one of his/her fundamental rights. Right to freedom includes right to put forward personal opinions. As mentioned earlier, when the People of the country are not happy with a certain decision they protest against it. Our constitution gives way for silent protest to show difference of opinion.

Protests took place and are taking place in many parts of the country. The Jawaharlal Nehru University students were the same. They were raising their voices against what they felt was wrong. On 5th January, 2020 around 40 of JNU students were attacked by masked goons inside their own campus. Most of them were brutally injured. The suspects for the attack are ABVP students. Investigations were carried out.

But what highlighted the incident on a different level was the silent support of Bollywood actress Deepika Padukone on 7th January, 2020. She went to JNU along with Meghna Gulzar to express their solidarity with the students who were brutally beaten up two days before her visit. She chose not to speak to not steal the limelight but stood there with sincerity in her eyes. This whole incident was later termed as a big publicity stunt as this whole thing happened right before the release of her new movie "Chappaak". Twitter took on the fury with people saying about boycotting her movie.

While on one hand, celebrities are often questioned about not raising their voices in topics affecting their country and when they do speak up they are harshly judged for it. Before being

celebrities they are citizens of the country first and like any other citizen they also have the right to put forward their opinions. Just because she supported the cause right before the release doesn't justify it being called a publicity stunt. During an interview with Aajtak, she told that she was happy to see that the young minds of India with raising their voices against what they felt was wrong and also pointed out that the country was moving in the right direction. "What I wanted to say I said it two years ago when Padmaavat was released. What I am seeing today, it pains me. I hope it doesn't become the new normal. That anyone can say anything and they can get away with it. I fear and I'm sad. This is not the foundation of our country," she reportedly told AajTak.

What comes out of this whole incident is that everyone whether a mere citizen or a celebrity or business tycoon has a right to exercise their fundamental rights, right to freedom of expression being one of them. People should start respecting an opinion different from their own as not all think the same. Difference of opinion should be respected and welcomed. Along with this, people should also not forget that they should not misuse their rights. Protests are understood but the protests should be in a peaceful way. Raising voices in the right way is important for the message to be heard and leave an impact.

*A Sight of Girls' Fight,
With Gloom And Some
Light!*



CHANDNI RAICHURA, FYBBA

One of the most sensitive, beautiful, compassionate, yet strong creation of god are females, also known as "FAIR SEX "or "THE SECOND SEX". They are the one who keep this world running,

not only by having the ability of reproduction but apart from this, their sacrifice, their dedication, the strength in them to put aside dreams sometimes, for their family, be it their parents, their children, their life partner etc. All these qualities just sustain this world. In one sentence or in few words they are the base or foundation of this universe and it won't be incorrect to say that life is not possible without them.

As a I'm not only an Indian but as a girl in general, let me talk about India. In India the girls are seen as goddess, they are worshiped as goddess on occasions like Navratri, Durgapooja, Etc. What about other days? The reality is girls are harassed physically, mentally and emotionally to such an extent which is unbearable. So, what should this worship of girls be called? Just one day show? what? Isn't it sad and unfortunate for a country like India to have so many cases of sexual assault and that too on a daily basis? Such attacks, be it rapes, molestations, acid-attacks are not only arracks on girls but they defame the dignity of such a rich county like ours.

I don't intend to show the negative aspect of my country. If we compare today's India with that of 20 years back, there has been a lot of improvement in the situation of girls. They have proved themselves, be it to the heights of the sky or the depths of the sea. But along with the progress there have been challenges and violence towards women from minor to major – That have been increasing with every passing day.

If we talk about the case of Nirbhaya in Delhi and that of Priyanka Reddy of Hyderabad, these are just two major cases which were highlighted, where as there are numerous no. of cases which are not reported or registered and are left unseen. According to NCRB (National crime records bureau) in 2015 total 34,651 rape cases were reported and registered, out of which 33,098 cases were such in which offender were known to the victim. If we talk about 2017, total 3,59,849 cases were reported against women. This shows that the women's safety is decreasing day by day and the crime ratio is increasing rapidly. Rape is the crime which is not at all dependent on the dressing of the girl, their nature, their behavior and their age at large. Whether she is 8 months old baby girl or a 70 years old lady, they don't even spare the female animal, rapists don't care. This crime generally happens when the male ego hurts in the world of competition or when they are rejected for any of the proposals made by them. As we all know that in India the cases are stretched so long that for years it is not solved and the victim doesn't get justice, the laws against this crime is so weak that criminals are not at all afraid of.

The major intention of my essay is not just to focus on the problem but the need to control it in the best possible way. After all its not a problem which cannot be sorted out. There is a need of strict rules, laws, but there is something more to be done which is working on the mentality of few males and society on a large scale.

You may write me down in history with your bitter, twisted lines.

You may trod me in the very dirt, but still, like dust I'll rise.

- Maya Angelou



CHELSY MUNOT, FYBBA

My eyes are eager, To see your charm.

I am thirsty, to get you In my arms.

My ears are eager To hear your voice.

Baby just you I want, No other choice.

I wanna Hug you And hold you so tight

Darling, you are my love At first sight.

Like an ocean My love never ends

And I am like an idiot I will love you forever



DHRUV MODHA, FYBBA

Life is like a stone, where the happiness
has gone....

Throws the challenges the you are born
But no worries you have boon...

Believe in your hearts way, Only it'll take you right way....

Don't think of tomorrow because absence wouldn't turn in sorrow.....

Live the life in the moment & leave the
Worry in that moment.....

Corrections are perfections which requires mistakes

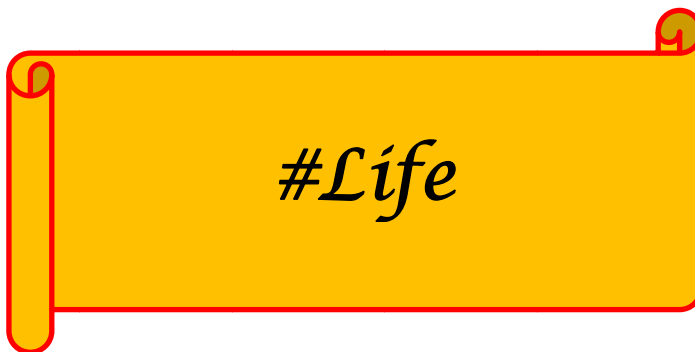
*Winners Never
'Doubt' Doubters
Never 'Win'*



DIVYA SEWANI , FYBBA

Whenever you do some work,do it silently,
Let the success make the noise,
AND THEN,
Let the glory be your shadow,
Let the happiness kiss your cheeks,
Let your enemies be your followers,
Let your confidence be your best friend,
And let your self esteem be your partner,
Let you yourself be the showstopper of your show
Dont let anyone try to take away your passion,
Show that 'You' yourself are the
Winner of this game
Show that 'You' yourself are the
Architect of your destiny.
Never allow the fame,

It never a beneficial aim,
Life's always,a wonderful game,
Just be in it,playit,andofcourse when you don't win just,Wait for the Sparkles
and after all miracles happen every day.
If you don't win its not the end,its the beginning from
where you start the game.



GOURAV CHAPLOT, TYBBA

1.#Life

Dreams are the choice to alive
when I'm deeply alone realise

try to find happiness around
but got hurted by all-around

try to figure out the things
but got stuck with the pain

possibilities are less to live
but my faith is still alive...

2. #why should i change

I am settled with my past
ready to move so fast

I stop depending on yesterday
then why change for Tomorrow

I'm healing with my sadness
ready for lot's of happiness

I'm beautifully described
then why should i change

I started living in my comfort zone
settled all bad feelings in cure

I learned with the time & things
people change with their feelings

I started believing in destiny
ready for upcoming journey

I've reached to my satisfaction level
then why should i change for anyone...

3. Value~

In the era of '21 don't be a selling price,
just be a cost price so no one can negotiate...

4. #Journey

A peace mind and softhearted soul
can create a beautiful beginnings...

5.#Energy

I'm in dark room to kill my bad vibes
with my positive energy of good vibes.

दोस्त है हम



HARDI VAJA, FYBBA

जैसे भी है,
दोस्त है हम।

सब अंजान थे एक दुसरेसे,
पर अब वाकिफ है हर एकसे।

सबके शहर अलग है,
पर सबके दिल एक है।

सब एक दुसरेसे अलग है,
पर एक दूसरेके लिये है।

सबकी पसंद अलग है,
पर हम अलग ही खास है।

दुर होकर भी पास है,
क्योंकि बाते हमारी खास है।

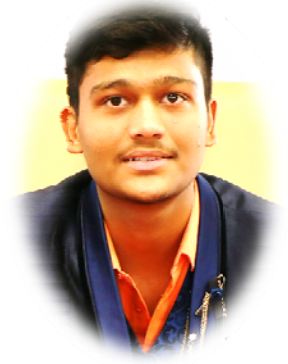
तस्वीर हमारी एक होती है,
उसके पीछे कहानिया अनेक होती है।

गुजारते है वक़त साथमें,
वक़त से ज़्यादा लम्हे है हाथमें।

यादें है कई हमारी,
और भी बनाएंगे यादें हमारी।

क्योंकि जैसे भी है,
अब परिवार है हम।

काला चश्मा



HARSH MOVALIYA, FYBBA

भूलजा
 जो भी तुझे खटक रहा है।
 जो भी तेरे दिमागमें
 सांपकी तरह भटक चला है।
 चल आ
 जीले ज़िन्दगी को दूसरे नज़रियेसे,
 लगा
 खुदगर्ज़ीका काला चश्मा।
 फिर देख
 जो तेरे दोस्त है
 वो खुदके नशेमें मदहोश है।
 कोई और नहीं है तेरा
 तेरे मा-बाबा के अलावा।
 जोभी समजता था तू
 की सच है
 भ्रम है वो सब।
 लगा खुदगर्ज़ीका काला चश्मा
 और देख
 ना कोई अपना, ना कोई पराया
 जिन्होंने तुझे आगे बढ़ाया
 उसमे उनका भी कोई मतलब था
 जोभी तुझे लगा प्यार है
 जुठ, छल, भ्रम, वो सब था।

लगा काला चश्मा
और देख
कोई किसीका नहीं
अबभी तू सीखान हीं
दोस्ती यारी ये सब माया है
तेरे असल दोस्त वहीं है
जिन्होंने तुझे बनाया है।

- हर्ष मोवलिया

POEMS AND WRITEUPS



HELLY PATEL, FYBBA

1.
I made a Choice
To raise my voice
Against the wrong
And for the right
The world may call me a monster
Or a devil
But I know that I am not an evil
I may be taunted
And left unwanted
But at the end I would be wanted and satisfied by me..
Oh yes! I made a choice
To raise my voice

Without making a noise...

2.

We live in a world of liars, including me. Some lies to others and some lie to their own souls. Our conscious tell us the truth, but we don't want to listen. We want to earn success without doing anything. We think that we are living a life, but the strange thing is it's the opposite. It's the life who consuming and testing us.

3.

Close your eyes and spread your wings
Make a wish and dream good dreams
Don't ever say you will never tell
Cause life is short and very frail.
I want to go to my dreamland
Where all my hopes can true
Where passion are realized
With a new hue.
I m so happy when I m in my dream,
Where anything possible and I m at the helm
This place is described is all that its seems
Its a magical place I call my dreams



JHANVI PATRO, TYBBA

The Indian education system was adopted from the British. In our highly secular country; as and when religion came around the education system evolved based on your beliefs. The most beautiful system we could've had, was the gurukul system. Where students live with their gurus and learn everything from them, give them more importance than their parents. Education was

not restricted to just knowledge but also lifestyle patterns. It infuses discipline with knowledge gathering.

Then Buddhism came into the picture and with that religious infusion ensued. And so forth came the birth of Islamic schools and Christian missionary schools and all communal schools. Cause how can knowledge also not be religious??

I have a problem with the general idea of education now a days. First of all; MONEY. Why do my parents have to sell their organs in the black market so that I can carry Barbie doll water bottle to school? Forget the tuition for school even books, uniforms all add ons are also so expensive. Its like saying I have an iphone 6 worth 25000 rupees right now and airpods worth 12000. Accessories also so expensive? Spending 1000 bucks every 3 months on new charger cause they keep breaking- actually spending more on accessories than the actual mobile?! And everything is expensive- right from play group to post graduate education.

Secondly, what is a playgroup? These are those kids starting tutions in summer before the academic year even started?! What do parents pay 90000 for in playgroup? So their child can play blocks and chill with other kids? Very expensive day care. Our playgroup was FREE and it was in the buildings we lived in, in the messy playgrounds from 5-9 pm when our parents pushed us out to go down and play so they could chill. Entitled kids going to playgroup with Tupperware bottle and dabba climbing out of their cars with their maids just to build blocks and finger paint- imagine paying 90000 for that? I pity those kids, cause my parents would never let me forget they paid 90000 for me to go finger paint. Too much stress just to make an imprint of my hand- and I can't even do it in the house how sad is that?

Thirdly, there is the ranking system. And I know what you're thinking don't worry this is not gonna turn into a "go follow your dreams" parade cause there's enough internet messages to awaken that emotion in you. I'm actually gonna voice an unpopular opinion and say please work hard at your studies- don't give me the "when am I gonna apply Pythagoras in real life?" I don't have a comeback to that- but I will say it teaches you discipline. Life is not always a bed of roses- but if you don't study hard enough you won't have a roof over your head and there won't be a bed.

Fourthly, choosing of streams; which goes back to my problem of decision making of 17 year old- we can't decide what to wear and we make decisions impacting the rest of our lives?!? Why is it that if I choose one stream I can't study other disciplines? This is a serious flaw. And ofcourse this being india classism was dragged into this- where liberal arts was made untouchables and science was made bramhin, commerce being the vaishyas! I wonder who was thinking this when they were making this one aspect of the education system- that person or group of people probably were very lazy.

Today the world is progressing to be multi disciplinary. And we need to adapt ourselves to the same. I hope one of you reading this becomes the next education minister and makes this system better.

Open letter to my juniors



JHANVI PATRO, TYBBA

Hello my dear juniors,

I am Jhanvi Patro. Most of you may know me as being one of the first faces you saw during your orientation- the initiation of your college life. I was once there too. And I didn't know my head from my feet. I was bright and shiny and right out of school- the little house captain and head girl with the perfect grades. These 3 years have taught me more than just management subjects. These 3 years have given me life lessons and shaped me not just as a professional but also as a person. So I, in my tender wisdom at the age of 20 have some advice for you guys.

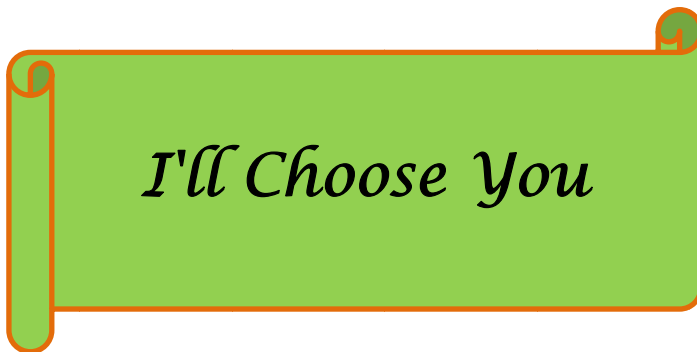
1. Plan. Every step that you take in college is a step towards your future careers. While it is great to have fun in college, you should keep in mind that you have a career and a future to get to after that. You should have a vision of what kind of person you're gonna turn out to be after these 3 years.

2. Empathy. Management is a field of people interaction. To become a better professional you have to be a better person. Sometimes that involves bending down in front of people you don't want to bend down to. But stand up for what is right.
3. Keep yourself busy. Find new things that excite you everyday. Take up new challenges everyday. Keeping yourself busy would grow your tolerance for working and would also keep you productive.
4. Loyalty. Find people who make you happy. Who are there for you no matter what. It is truly an achievement when you walk out from the gates with not just a degree in hand but a friendship which lasted 3 years.

Today I am not the same girl who walked in those gates all those years ago. I am not the same snobby girl from Mumbai who looked down at those around her. I am a new me. A different me. While you're in the place it is easy to complain about the place. But once the ending months come by you realise how much you're gonna miss the place. So make the most of it!

Yours truly,

Jhanvi.



KHANJAN SHAH, TYBBA

I heard people saying love is blind

But i have fallen in love with you with my open eyes

Choosing every step wisely not just for the sake to be with you
I'm also not bothering about what people say of our wierd relation which is true
In hundred words, i bother about about you
I bother about your timings
I'm bother if you forget me
Tell me just one thing
Is this is what bothering is called
Ya I'm just scared to loose you
Wherever the destiny takes us
Whether we're hundred miles away,
I won't, i swear iwont choose you
But my heart will.. Because i love you

*The fictional
world*



KHUSHI CYCLEWALA, TYBBA

“Hurry up, Alice!”, Bella screamed,
Edward was nowhere to be found, maybe she lost him forever it seemed,

With every step, her heart ponded heavily,
was this their end , was that the plan of destiny?

One more step and he would die

Was that their final goodbye?'

The bell rang and letting out a sigh kian closed the book

'The creepy book nerd' yelled a boy with a mocking look

Sitting in a quiet corner, away from everyone

Kain opened his book again, determined to outrun...

Outrun the reality and unfold the mysteries of his fictional world

The world where there is no limit to imagination,

The world which is far from reality,

The world that touches thousands of hearts,

The world that a small book is capable of showing ,

The world where we often get lost and would love to again and again.

LOTHAL - A DIFFERENT VIEW



MRUDUL MANOJKUMAR, TYBBA



Fig. 1 – Drops of Water on Glass

Rain is a good setup for some of the most interesting views with one of them being the drops of water being collected on the leaves and flowers at the very entrance of the Lothal Archeological Museum.

It's quite annoying when you set off on a road trip and it starts raining when you haven't even covered a tenth of the total distance. But sometimes, an opportunity disguises itself as an opportunity, like when this situation prompted me to look at it from an entirely different viewpoint and allowed me to get a new perspective which became useful not just at the moment but also for the rest of the trip.



Fig. 2 – Drops of Water collected on Flowers



Fig. 3 – Well through a Protective Grill

The wells which would have been dried up usually ended up being filled with water even if there was a safety net setup over the well preventing any form of proper photographs.

Unheard Stories



NANDINI MEHTA & AZRA MALIK,
FYBBA

We have conducted interview from 2 people on the street near parimal garden. The aim of this interview was to enlighten people about the life struggles many people face and yet they stand brave. We got the idea from pages like @gmbakash and @officialhumansofbombay.

Every Soul Has A Different Story And

Every Mind Reciprocates To It Differently.
.So Here, We Aim To Apprise Untold And Unheard
Stories Of *Two* Different People Struggling On
The Streets To Earn Their Livelihood And How
They Deal Optimistically With Everything, A Quality
That Every Entrepreneur Must Possess.

Name: Motilal Rubaji Teli

Age: 49

Occupation: Food Stall at Parimal Garden

“I was born in a small village *Devgam* which is near to Udaipur city. We're five brothers and sisters. Most of my childhood life passed helping my father in farming. I have a blur memory of us playing *gilli-danda*, unaware about my destiny. A trip to Ahmedabad changed my life. Initially, my parents didn't support me in my decision of staying in Ahmedabad. They put in a lot of effort to convince me to continue with the family occupation of farming, there in *Devgam*. But I had a different plan. I roamed in the city for a while, worked as a labour for first few years and managed to earn a little. Then, one of my brothers suggested me to start my food stall. I was 23, now my parents wanted me to get married. They started their exploration for a perfect bride, I somehow had to join them. This one time my parents took me to see a girl, I felt a connection with her, I don't know, maybe I fell in love with her. She accompanies me in my decisions. She has been a good companion since then. I have a huge respect for her. I have 3 children. Sometimes, I regret my decision of leaving studies for earning, that's why I made sure that each of the my children study well and pursue a good career. I don't want their lives to be similar to mine. My son accompanies me after his school time; we both spend time talking about life and its offerings. I don't see my business flourishing, still I come here every day setting up this food stall because at the end of the day my



customers' satisfaction matters the most to me. Many times they come to me praising about my food which brings a smile to my face."

Name: Pinky Rajesh Dantodiya

Age: 38

Occupation: Sells Tea and Refreshments

"I was born in *Dariyapur*, a place in Ahmedabad. I lost my father at the age of 2, I have a distant memory of him, I can't even recall his facial features. My mom got married right after his death, this ended up with 2 brothers in my life. My mom didn't love me as before and didn't want me to study further. So, she sent me as a full day maid to a prosperous and well known family. I did all the household chores and I was satisfied because they treated me very well. After 5 years of working there, my life took a new turn; my mom called me back and wanted me to get married to a sober guy. Soon, I got married to a man different from the rest of the men in our community. He doesn't drink or chew tobacco; but I was depressed for few years because my in-laws had a poor living condition. I wanted to be a helping hand to my husband, so I asked to leave his press job and join me in a business. We sell tea to a complex in our vicinity. Today, I'm happy that me and my husband are working independently where we have our life decisions in our hands. I'm very grateful to my mother and community as they believe that women should work independently and we're moulded into a person who is capable of working in the worst scenario which makes us stronger and fearless."



These two stories make us believe that life is a series of tough events. So, we should adopt independent and optimistic ways of dealing with them.



The Blue Sky...



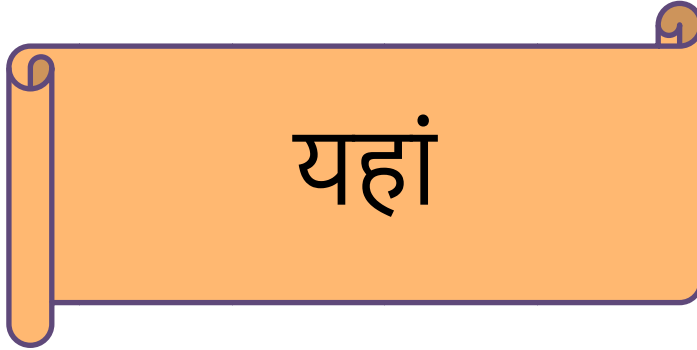
OM NAIR, FYBBA

The blue sky smiles at the time of dusk
It seems like the sun leaves the heights,
Comes down to touch the land of musk.

That it looks like a perfect Elysian;
A moment so eternal,
That you wish is to be sempiternal

That sight holds you so tight;

You won't blink your eyes by that startling sight.
Is there anything more wonderous than nature
In your eyes?



RABIYA MANSURI, FYBBA

वह दुर्गा है, वह देवी है यहाँ.
पीछे अपराधोंकी रैली भी है यहाँ!

वह फूलों जैसी कोमल है,
पीछे काटों की तार भी है यहाँ!

वो लबरेज़ भरी है, मोरके पंखोंकी तरह,

पीछे कतारका रंग भी है, एक सायेकी तरह!

वह खुलके हँस लेती है बेपरवाह होकर कभी,
पीछे उसके आँसूओंकी बूंदें भी हैं, बे-मौसम बारिशकी तरह!

वह मज़बूत है बाहर और भीतरसे खूदमें यहाँ,
मगर कर रहा कमजोर उसे खूद अपना समाज यहाँ!

हाथमें कलमउठा, लिखना वह भी चाहती है
मगर थमा दिया पहले ही, इन हाथोंमें चूल्हा यहाँ!

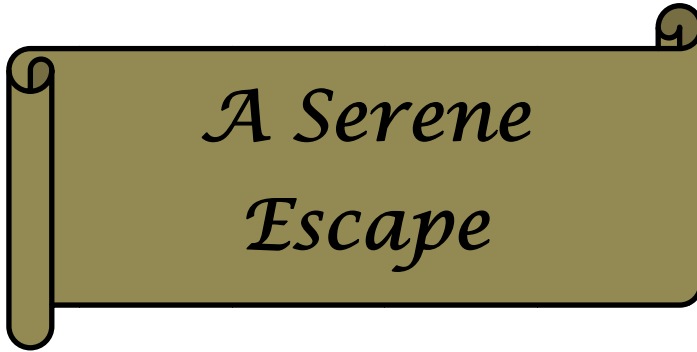
सिखाया गया हमेशा, उसे एक मर्यादामें रहना यहाँ
फिर येही कहते हैं, अपने हकके लिए लड़ना यहाँ!

जब दहेजकी माँग बढ़ती चली,
तब एक बोझ भी कहा गया उसे यहाँ!

अब जब वह एक कलीसे खिलता फूल बनी है,

तब तोड़ना उसे सबने चाहा यहाँ!

मगर अफ़सोस कोई पानी देता, नज़र नहीं आ रहा यहाँ!!



RAHIL SHAH, SYBBA

In this bustling city, that is changing rapidly, I find my solace in an isolated place, tucked away in one corner of the city. This bridge unlike other bridges isn't used by vehicles but rather for a water pipeline; the best part is that vehicles cannot even reach here. There is a palpable tranquillity here, a sense of liberation from struggles, one that I can find in very few other places.

The two ends of the bridge are covered with lush green foliage and below is the slow-moving lazy Sabarmati river. The bridge has but three colours, the blue with which it is painted, red-brown of the metal structures that have begun to rust, and gray of the concrete that holds the bridge in place. At the far end of the bridge is the world's biggest cricket stadium, a structure that boasts of the magnificence and capability of the human brain.

Here, the sun sets in front of you and the moon rises from the back. The sun dips into the Sabarmati turning it yellow and painting the sky orange, matching perfectly with the colours of the bridge. The moon shining in all its glory, brings out royalty of the blue colour, as it stands out in the darkness of its surroundings.

The beauty of this place lies in its simplicity and closeness to nature.



RUDRAKSHI SARASWAT, FYBBA

My childhood where did you go?
I'm missing you all that I know
The time when I was conducive for restraints
Where I cannot see any different transparents

There was no race to be acclaimed
Where we cannot be strategically blamed
There was no swamps of envious
Where captivity is not required for nutritious

Where one can get details of their life
Now it has become a dreaded knife
Hours, days and years slidely soft away
In health of body, Peace of mind, quite by day

The time when my mind was mine
Now it is full of whisky and wine
The time when I was rely on any offerences
But now heart contents of differences

When parents were moral dignity
Now for some it's just helpless humanity
My childhood where did you go?

Where no heart was immune by any ego



RUDRAKSHI SARASWAT, FYBBA

It's okay if you are not perfect
 But don't expect that you are incorrect
 It's okay if you are putting yourself forward
 Atleast no one will think you are a coward

It's okay if you are anomalous
 But don't think you are not glamorous
 It's okay if your figure is gawky
 But you are making your profile worth stalky

It's okay if you are more talkative
 Because every precious thing is attractive
 It's okay if your nights are filled with dream
 Atleast there will be nights without scream

It's okay if you have blister on your face
 Doesn't mean that you are out of the race
 It's okay if you are not serious about your life
 Hold on! Who are you to tell me? Am I your wife?

It's okay to be just who you are
 Sipping coffee with one hand and another on guitar

Let it be like this way
It's okay to be just okay



RUDRAKSHI SARASWAT, FYBBA

Oh! Cruel world let me live
Sparkling light all I can give
It is appalling for a girl
Why she's not been treated like a pearl

Midnight thoughts make me howl
My safety is the only thing which makes me owl
Everytime I'm cautious for my demeanour
But why they treat me like liquor

Though society insulted me inherent
Smiling is the only way I always illuminate
A treacherous monsters in this land
In front of folks I want to stand

I'm a girl it is a bane
But I don't need to remember the pain
Oh, I realised it so sudden
That I'm no more a burden

Are bank mergers the solution to India's financial crisis and scams?



SAMEER SHAIKH, TYBBA

With every passing day, India's economic indicators are turning a little bleaker. The scenario is bad enough to warrant using the word "crisis," arriving just as the government's fiscal ammunition is spent.

State-owned banks that are being merged now, where the government is the majority shareholder, there will be no change in ownership but merely a restructuring of organization. There are several reasons revealed by the government for its decision to merge state-owned banks. One of them is that large banks will be able to lend more money and help revive the slowing economy. The government also believes that increased credit growth is imperative in order to attain its target of growing India into a \$5-trillion economy in the upcoming years. It is also believed that the merger will lead to ameliorated operational efficiency that will help these banks lower their costs, thus enabling them to lower their lending rates.



Figure 1: *economictimes.indiatimes.com*

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Figure 2: ww.timesnownews.com

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The scheduled amalgamation of public sector banks (PSBs) at this juncture poses a drastic change to India's socioeconomic condition. It brings with it issues not only of cultural and managerial alterations, but also various financial conflicts, such as inter disputes between the bank that could affect lending as well as recovery.

Issues could consist of something as simple as an internal hierarchical muddle to more direct and larger conflicts like priority of charge on securities in cases of common stressed assets, and the distinct recovery process being followed by each bank.

A key reason for the merger is the weight of mounting bad loans over the years. While distinct laws have been brought in force to manage with such stressed assets, ***are these mergers an effective step to shed the weight of such bad loans?***

The merger of public sector banks raises a significant risk to the recovery process, which may differ from one bank to another. In regards to stressed assets, the creditors' pool could be common, which may include several of the merged public sector banks while their hierarchy in the list of creditors would vary.

There can be scenarios where one bank may have taken a different stand from the other bank in relation to the same stressed asset, leading to inconsistent claims where conflict of interest will be evident. This could lead to prolonging the recovery process so as to resolve the situation — which, in turn, could be perceived as a threat by strategic investors. Such operational problems emerge as the merged entity would be represented as a joint entity. There may be a scenario in which the pending recovery action by Bank A will have to be continued by Bank B despite hurdles — or, in a common borrower case, under the insolvency process, if Bank A has

objected to a resolution plan and Bank B has supported it. The impact may then have to be reviewed.

But this may be resolved if the merged entity were to adopt and develop an effective internal mechanism to resolve such conflicts in the ongoing recovery proceedings. This process could kick off by weighing the interests or claims of each bank entangled in such conflict and by balancing the pros and cons in the interest of the merged entity. Necessary steps to assess the risk and outcome of such situations are inevitable.

The merger will entail movement of staff, bringing about situations where, say, a different team, having conducted no forensics with respect to stressed accounts, is deployed leading to ineffective recovery steps. Forensics on non-performing asset (NPA) accounts often get lost during such a transition phase of a merger, especially when the latter happens to be of a large scale. The merged entity is also likely to face post-disbursement risks and detection of fraudulent accounts or transactions in this transition phase, not to mention staff accountability issues. These can be resolved by issuing specific guidelines for maintaining proper documentation of each account, in a uniform manner across the banks prior to the merger.

It is necessary that resources be dedicated towards engaging competent teams to oversee and resolve issues arising out of such a transition phase.

The merger also raises the threat of differences in prioritization, in which the factors for internal risk assessments based on the forensics can vary between the banks. This is more likely since the merging banks are at the same level, thereby increasing the possibility of a rift.

While non-performing assets and their resolution are one of the major factors for the merger, what remains to be seen is whether such an action really provides a solution. Whilst it may have played a crucial role for Government of India to infuse funds into public sector banks, with the current economic conditions, one needs to wait and watch for actual benefits accruing.

How is Experiential Marketing shaping Customer Interaction and the Market?



SAMEER SHAIKH, TYBBA

“One of the most fundamental concepts of experience marketing is that value does not only reside in the object of consumption, and in seeking out and processing information about such objects; value also lies in the experience of consumption.”

~ **Bernd H. Schmitt**

Traditional marketing simply doesn't cut it anymore. As many companies go on spending on TV ads, billboards, flyers or even podcast ads, there is no doubt that experiential marketing is the way to go. Not only because that's what today's consumers are responding to, but also because the impact lasts longer and has a greater influence on future purchases.

Experiential marketing straight away engages customers, inviting them to experience brands in-person rather than putting them in the role of an observer and hoping that traditional marketing efforts will resonate with them or be memorable. Personal interactions go a long way in gaining consumer's buy-in and allow them to get to know the brand, what it stands for, and the people behind it.

ENGAGE & RESONATE

Figure 3: www.agencyspotter.com

Marketers realize the Importance of Experiential Marketing

The 2017 Freeman Global Brand Experience study stated that more than a third of CMOs surveyed, plan to spend 21% to 50% of their budgets on brand experiences over the next several years. Further, 80% of marketers stated that live events are vital to their company's success, and 77% use experiential marketing as a crucial part of a brand's advertising strategy which is obvious in today's retail landscape – with pop-up shops literally popping up all over.



Figure 4: www.thenextweb.com

Consumers Want Memories, Not Just Products

Thanks in part to social media; consumers prioritize creating memories, preferably ones that will get them bragging rights online. These positive and memorable experiences influence consumers to make purchases more than traditional marketing. The human touch and immersive experience goes a long way for brands, and pays off in the long run.

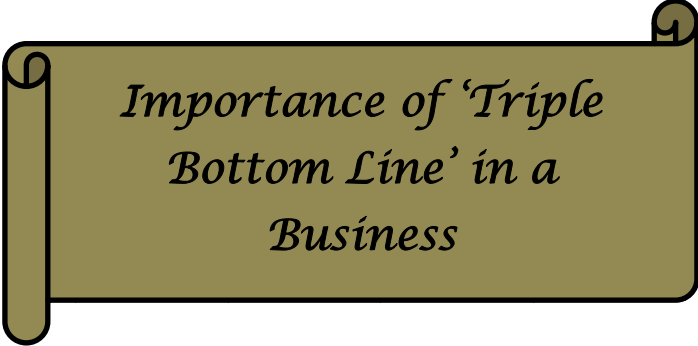
Millennials Prefer To Spend Money on Experiences

The 2017 Harris Group Study found that 72% of Millennials prefer to spend money on experiences rather than material things. The real benefit here, from a business perspective, is that consumers are willing to spend money on experiences, and are more likely to purchase products the company sells.

Take Orvis, an outdoor apparel and gear company, as an example. They offer adventure trips and outdoor activity classes such as fly-fishing. And they credit these experiential events for increased customer loyalty and retention.

Events may even be a better strategy than influencer marketing because it brings customers and influencers to the brand and all in one place, rather than the brand having to manage influencer outreach and giveaways. Not to mention, having to examine the analytics of an influencer's reach afterwards to determine if the partnership was successful.

Companies that are looking forward to engage the customers, create social media buzz, and build their brand can really benefit from investing in some well-planned experiential events to bring their brand to life.



*Importance of 'Triple
Bottom Line' in a
Business*



SAMEER SHAIKH, TYBBA

What is the Triple Bottom Line?

Incorporating sustainability into your corporate strategy can raise a lot of questions:

- How do you measure sustainability?
- How do you create sustainability work for your business?

The Triple Bottom Line is one of the imperative systems being used by businesses to evaluate the profits they are making through their corporate sustainability solutions. The Triple Bottom Line method appeals you to see beyond the conventional bottom line of business to the profits that your business makes socially, environmentally, and economically. Evaluating your business using the Triple Bottom Line is one of the best markers of how sustainable your business is, and how profitable it really is.

In 2017, **Cone Communications** published a study about corporate social responsibility (CSR). They stated that Companies must now divide not only what they stand for, but what they stand up for."

The key findings from the study included the following:

-
- 63% of American consumers were asking businesses to take the lead on social and environmental change.
 - 78% of people wanted the companies to address social justice issues.
 - 87% of consumers said they would be willing to buy a product or service based on a company's advocacy concerning social matters.

The next generation of employees is seeking out employers that are mainly focused on the triple bottom line: people, planet and profit. Sustainability is now vital for business success. Communities are struggling with problems that are global in scope and structurally multifaceted. The business case for engaging in corporate social responsibility is clear and distinctive.

The bottom line for businesses large and small is that you get a competitive advantage in regards to sales and also talent recruitment by not only claiming that you support positive social results but also by walking the walk and demonstrating it.

PEOPLE, PLANET & PROFIT



Almost, in any industry, running a business with a triple bottom line —a focus on people, the planet and profit — has inherent financial benefits. A bottom line that focuses on more than just profit allows a company to make smart long-term decisions rather than dedicate every resource to increasing a number. Due to this, the triple bottom line can provide businesses with a certain amount of sustainability.

As more businesses choose to pursue aims beyond maximizing profit, the Benefit Corporation, or “B Corp,” has arisen to standardize the process of incorporating a triple bottom line and

tracking social and environmental impact. Becoming a certified B Corp involves assessments, the completion of a disclosure questionnaire and background checks, as well as the possibility of an annual site review to confirm the accuracy of certain responses.

B Lab is a nonprofit that certifies potential B Corps after ensuring they meet performance standards in social and environmental areas, as well as maintaining accountability and transparency.

Why Becoming a B Corp Seems Good Business Sense?

One of the ways your business can create a socially responsible company is by becoming a “B Corp.” You can gain more notable traction by demonstrating to your customers that you have a credential that makes your business upstander. This certification is done by the globally recognized social good nonprofit B Lab.

B Lab achieves its objective to make the world a better place through business and corporate social responsibility by creating a global community. Also, it provides alignment of business objectives through its partnership with Benefit Corporation, and it helps B Corps evaluate their impact.

Around the world, there are currently 2,482 B Corporations in 50 countries and 130 industries. These B Corps include brands such as City First Bank, Ben & Jerry’s, Patagonia, Reynolds Jet and Causebox.

Securing the B Corp stamp of approval allows you to join a club of companies that are working together to achieve social good.

- It helps your business differentiate itself from its competitors or, as B Lab states, the “pretenders.”
- You become a member of global movement for profit and social good.

-
- It helps companies achieve greater impact, grow to scale and have higher valuations, all of which are elements that investors seek when looking to invest in businesses.
 - It helps your business attract talent in modern market that is more responsive to companies that have a broader mission than just making money.
 - You'll gain access to partners who provide services to B Corps, including in technology and talent, which will help your company save money and obtain third-party services.
 - Once you become a B Corp, you have the platform to network with other B Corps during the annual B Corp Champions Retreat, which seeks to build a more inclusive and sustainable economy.

Why to Use the Triple Bottom Line Method

By using the Triple Bottom Line method, your business can expand how it understands its position in the current economy and its **ability to survive in the future**. Corporate sustainability measures your ability to be in business indefinitely, based on your impact on the environment, your relationship to your community, and contribution to your economy. In reality, all three factors play a major role in determining if your business can stay in business and generate a profit - no single bottom line can sustain a business alone.

- Your business needs a healthy workforce with diverse skills, different perspectives, and the workforce must be content enough to deliver growth.
- Your business can only operate in an economic situation that sees your supply chain and local businesses thrive. If your city or region becomes a dead zone economically, your own business won't have access to people or resources in the long term.
- Your business needs good stewardship of natural resources to ensure they are available 5 - 10 years down the road and beyond.
- Unlike the traditional method, the Triple Bottom Line allows you to see your business as a social and environmental entity and measure it along these parameters.



SOHAM MODI, SYBBA

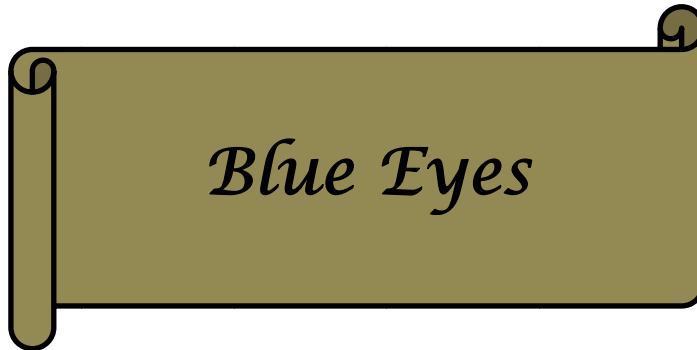
I love to go by train, especially late at night.

It sort of gives that feel to pen down everything you did through the day and sometimes not just the day, but days from the past years – sitting by the window, calm, cool breeze brushing through your hair, swaying it left-right.

It feels the best when it's drizzling and there are little pearls of rain splashing on your eyes – your eyelashes quiver but your lips smile, your heart dances. Water starts dripping down the window sill and gets your arm wet but you don't brush it off, you don't even take your hand away, because you're lost, lost in your pool of thoughts in the pitch-dark night with the distant dot of light traveling with you.

The little light pushes you into deep thinking and abruptly vanishes. It's hell dark again; you're left alone with your unfinished thoughts again. It feels as though it was there with you from a long, long time just like how we feel about some people – we meet with them unexpectedly and be with them for only a very short time but when it's time for them to leave us and go, it feels like they've been with us in years.

And now you hear the buzzing train come to a screeching halt but you know your thoughts don't. They scream even more loudly, keeping you in dead silence.



TANVI MEHTA, SYBBA

Rare eyes held the power of ocean,
That gorgeous eyes gather information,
Some that is lost even to me
Confusing me with diplomatic expression,

When I looked into them
A kind of peace comes over me
Your diplomatic eyes always haunting me
.....teasing me;

Those eyes holds many of world's secrets,
Try to overcome with bloom with no regrets
Those eyes search my pain ,
.....And see my dream

Eyes of ocean,
deep blue and greens,
to the beat of waves,
crashing on the beach.

To stare into those eyes
Is to be lost at sea,
Dragged down by whirlpool
And crushed by tidal waves of life

Those eyes like ocean's abyss
Once again, in them I get lost
This feeling has a simple cost- "True love"
That love to end of sea, My locked heart found a key

Your eyes having two crystal colour
At the same time,
Green for love and blue for the deep dark ocean
Want to swim in that:

I was lost not only in your eyes
But in swirling pain of my heart
It's cracked

.....Broken into pieces

By the knife you called LOVE
By the words you called TRUST
And by the thing
I fall in love with you RESPECT

I remembered those ocean eyes
Staring right at me
I remember those diplomatic eyes
talking to my eyes

I tried to fall deep into those eyes,
To see what magic in them lies,
I tried my best to swim in those eyes
Yet my eyes just lowered as if they were shy .

*You Say Misery,
I Don't*



TULSI SARDA, FYBBA

Waiting for him, my eyes never gave up;
All the time standing on doorway,
Eyes wider open and filled with hope;
People said its adversity but its boon.

Not every women is as lucky as me;
I consider myself in salvation.
He favours the nation with zest,
And I love waiting for him till dusk rest.

Not that am afraid he won't be back;
Not that am frightened he may get incapable,
I am his strength and power;
And am optimistic that he will arrive.



Breaking It



VRAJ SHETH, FYBBA

Breaking the shackles
Determined to not give up
Starting to feel the pain
I have crossed my limits
Struggling daily to host it
I have started breaking shackles,
Gone against the wind
Riding the tide high
Thriving against the storm
Still bringing peace to my mind
I have started breaking shackles.
Being deceitful of the ending
I have still continued on
It's a contagious feeling
Jumping upon the ropes
Feeling those hopes;
I have started breaking shackles

*I Wonder Why People
Fall In Love*



VRAJ SHETH, FYBBA

I wonder why they are so flattered on someone.
 Think about it, love has to many sorrows
 In love every effort isn't enough
 In love one has to bow one's head
 But still in pain you have to smile
 They feel why have they mixed this poison in their life.
 Without love what is there around you
 The one who has no love is lonely
 It brings hundreds of colors
 It decorates life
 (Vraj is in diff. frame of mind)
 Why do people love secretly?
 Why they are scared to say it out?
 I wonder why?
 Think, oh from love we are better off staying far.
 (Vraj laughs)
 Dumbo, every form of love is true.
 All fall in love
 I wonder why you are the only one who won't admit it.
 I wonder why?
 (Vraj sleeps)

*Toh Baat Kuch Aise
Hai...*



SOHAM MODI (SYBBA)

KASHISH MENGHANI (SYBBA)

YAGNESH PARMAR (TYBBA)

K kuch din pehle ek dost mere paas aaya aur bolta hai...
K yaar teacher's day k din kuch bolna hai, aur kuch aisa bolna hai k log yaad rakhe...
Toh mere muh se nikal gaya k yaar kya sab kuch sach sach boldu...?

Toh aaj mein sab kuch sach sach bolunga, aur sach bolna bahoot hi aasan hota hai, kyunki
bachpan se lekar aaj tak jo bhi hua bas usse batana hai...
Bina kuch likhavi banavat kiye, bas sach batana hai...
Aur sabse achi baat, k isme jo main hoon wo sirf main nahin par iss daur se gujra har koi hai...

To chaliye shuru karte hai...
Ek bachhe ki mulakat uske shikshak se uss din hoti hai, jo din thoda sa alag hota hai...
Kyunki uss din maa-baap ek rote hue chhote se bachhe ko apne se door ek anjaan shaks ke
paas bhaga rahe hote hai, aur sach mein wo apne maa-baap se uss din nafrat karta hota hai...

Toh chaliye wahi se shuru karte hai...
Ek roote hue bachhe ko apni maa se door karne vali aap thi, aur kuch hi dino mein uski doosri
maa banne vali bhi aap thi...

Usko a for apple, b for ball sikhane vali aap thi, aur usko itne haak se datne vali bhi aap thi...
Uss chhote bachhe ka pehla crush bhi aap thi, jab uske mann me aaya tha k kaash yeh ma'am
saare subjects padhaye aur main din bhar inhe hi dekhtaa rahu...

Khair..., zindagi mein yeh sab tab tak tha,
Jab tak zindagi mein darr nahi tha.
Kyunki iske baad zindagi mein ma'am ki jagah sir aaye...

Mera sab se bada khauf aap the, jab main papa se zyada aap se darne laga...
Mere sabse pehle dushman bhi aap the, jab mere dil mein aaya tha "sir kabhi school k bahar
miloo"
Mere padhne ki khwaish aap the, mere kuch kar gujarne ka jazbaa aap the...
Mere sabse kareeb bhi aap the, jab 10th ka result aate hi sabse pehle maine aapko call kiya
tha...
Meri ghar par sikayat karne vale bhi aap the, aur kuch haasil karne par mubarak dene vale bhi
aap the...
Mere panch minute late hone par class se nikalne vale aap the, aur mujhe waqt ki aehamiyat
sikhane vale bhi aap the...
Maine dusro ki galtiyoon ko maaf karna aap se sikha, jab mera class me mobile istemal karna
aap ne nazar andaaz kiya tha...
Meri bba ki gaadi ko dhakka dene vale b aap the, aur iss yatra mein hui kuch asuvidhao k karan
bhi aap the...

Par aakhir mein...
Main yeh zaroor kehne chahunga k...
Main aaj jo b hoon,
Mujhe wo banane vaale bhi aap the...!

Happy teacher's day...!