

# FLAMES

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***FACULTY OF BUSINESS ADMINISTRATION (GLSBBA)***  
***FLAMES***  
***An Annual Students' Magazine***  
***(2021-22)***

**VISION**

To be an active participant in the development of globally competitive India by creating future business leaders

**MISSION**

To provide technologically advanced learning environment which encourages development of professional competencies in students

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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. We are happy to boast that this platform is instrumental in making students think unconventionally. It would not be an exaggeration to state that Flames is an exemplar of students' literary talents, creativity and insight into matters of human concern.*

**- Dr. Shefali Dani**

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# GOALS!

Shrida Trivedi Hirenkumar,

FYBBA



A goal plays an important role in our lives. It helps set the foundation of who you are and will be. We set those goals for the purpose in helping to determine what we should be doing.

Enthusiasm without direction is like bonfire and leads to frustration. Goals give a sense of direction. Would you sit in a train without knowing where it is going? The clear answer is no. Then why do we live our whole life without having any goals. I am reminded of a story. A man was travelling and stopped at an intersection. He asked an elderly man, "Where does this road take me?" The elderly person asked, "Where do you want to go?" The man replied, "I don't know." The elderly man said "then take any road. What difference does it make?" How true. When we don't know where we are going, it does not matter which road you take, you might not achieve the goal you wish to achieve..

In a game of football, suppose we have eleven enthusiastic players, all charged up to play and win the game. They go to the ground to find that there is no goal post. What do you think would happen to the game? How players can fulfil their destiny, in this case, winning the game when there is no milestone to be achieved?

- Football without a goal post, how can the game be played? Nowhere
- Ship without a steering, where will it go ? Nowhere
- Envelope without an address, where will it be delivered? Somewhere
- You without a goal, where you will go?

**The answer to the last question may be of a rhetorical variant, because in life, many things are predestined, yet many others manifest based on our decisions. Without a goal, you might traverse blindly and end up somewhere, which was the goal you desired to achieve. Then, what is a desire? Is there a difference between a desire and a goal?**

## DIFFERENCE BETWEEN DESIRE AND GOAL

People get confused between goals, dreams and wishes. Dreams and wishes are nothing more than desires. Desires are what, you want in future but goal is what helps you to fulfil your

desires. For example, you want to study in the US. This is your desire but you should get 7 bands in IELTS to fulfil your goal. Desires are fortified when they are supported by

- Direction
- Determination
- Deadlines
- Dedication
- Discipline

That is what differentiates a desire from a goal. Goals are dreams with a deadline and an action plan. Goals can be worthy or unworthy. It is passion and perseverance, not wishful thinking, which turns dreams into reality.

### **WHAT THE GOAL SHOULD BE?**

If you ask most people what is their target in life, they would probably give you an answers, such as, "I want to be successful, be happy, want a comfortable lifestyle ," and that is it. They are all wishes and none of them are clear goals. Goals must be SMART:

1. S--specific.

For example, "I want 90% in HSC exam." It becomes a goal when I pin myself down to "I will study eight hours a day."

2. M--must be measurable.

If we cannot measure it, we cannot fulfil it. Measurement is a way of monitoring your progress. Measurement is the goal post of your desires.

3. A--must be achievable.

Achievable means that it should be challenging but it should not out of your range, otherwise it becomes disheartening, if you try and fail to achieve it.

4. R--realistic.

A person wishes to study 23 hours in a day. This is unrealistic. You may work 23 hours, but it will be unfruitful, because your body is not conditioned to bear the stress. Students also harbour unrealistic goals when they study a day before their exams and expect to score well.

5. T--time-bound.

If we wish to succeed in life, it is about 99% hard work and 1 % luck. Our generation believes in ' smart work', which is interpreted as easy ways to achieve our goals. Smart work must be understood as sustained effort towards achievement of the goals. Goals are achievable if you break it to small milestones. How many times was the Eiffel Tower built? How many times was the Taj Mahal built? How many times was the Burj Khalifa built? One time? No.

They were all were made at least three times. Once in the brain, second time on paper and third time in real. If they had not made it on paper and in the mind they could not made it in real so we also should make our goal in our mind and paper than it will be easy to achieve. Creating time bound milestones in your mind and on paper is the key determinant towards achieving our goals.

## **How to decide your goal**

### **Here are three Steps**

#### 1. Knowing yourself

“Knowing yourself is the beginning of all wisdom.” —Aristotle

“Observing yourself is the necessary starting point for any real change.” — Chalmers Brothers.

Once you know yourself, understand your purpose, become more confident, and will be able to chart your timelines and milestones towards achievement of your goals. Write down your strengths and interests. See what you are good at, which is the best thing that you can do which is the thing that you enjoy, which is the thing that you are passionate about. In short we should take our own mental interview.

Example: I like singing, giving speech, taking part in debate competition, conversation with people, playing chess, helping people, work for people’s rights, do social work, playing chess etc.

#### 2. Divide your options

Now you may not be good at all these. You should try all to see what are you good at and enjoy doing. Remember, if you enjoy doing something, you will generally do it diligently. Now divide your options into two parts.

- What is your interest (you enjoy while doing it) Example: I enjoy singing, give speech, conversation with people, work for people’s rights, to take part in debate
- What you can do well Example: I can give speech, conversation with people, work for people’s rights, playing chess.

Now note down similar options into this two parts.

Example: give speech, conversation with people, to work for people’s right.

Combine your similar options and find some ways to do it all.

Example: There are three ways to do it all: 1. Journalist 2.Lawyer 3.Work with a NGO.

#### 3. Get information

Now get information about how to follow the passion (scope about the job, competition level, etc.) and decide that which way is better for your future and help you to fulfil your desire.

Example: Journalism is the best for my future and helps me to fulfil my desires such as quality level of life, growth in career and salary and more importantly does it help me achieve my larger goal in life.

If you have come this far, it means that you are serious about your future. So I hope that you got the answer you came for. I wish you best of luck for your goals, your dreams. I hope you will be most successful man or woman in the world.

### **Action plan**

- Make definite goals.
- Write them down.
- Read your goals twice a day: in the morning when you wake up and in the night when you go to bed.
- Make your goals tough yet realistic.
- Check your progress periodically to see what you have achieved. It will be give you a sense of achievement and direction.

There is no certain way to decide your goal, dreams or future. But here, I tried my best to make things easy for you. I hope this will help you. And I hope you all can do well in your life.

# I SIT ALONE WHILE I WATCH THE RAIN

Aditi Vakani,

SYBBA



I read poems about being lonely and sit alone while I watch the rain;  
Retrospection is a habit of mine and deceiving myself is a part of it.  
I try to unlearn the existence of many, all my attempts are merely vain;  
Being prosaic is what I learned after romanticizing about a lot of things.  
I seek validation from people knowing that it's something that I'm from myself to attain;  
Spending time with people is something I did 'cause I spent time with my thoughts and feared it!  
I try to add more major chords each day, it seems like an endless chain,  
The urge of associating my music like life makes me do it.  
I read poems about being lonely and sit alone while I watch the rain,  
Trying to understand these days and the new me, just a bit of it.

# SHARING MY BLOGS WITH MY COLLEGE PALS

Dhruvin Patel,

SYBBA



## Control Your Mind Or Mind Will Control You

We live in a modern world, undoubtedly, it makes us frustrated, helpless, vulnerable, and overworked. It's tedious for a person to take so much pressure. Our subconscious mind takes a lot of pressure and then tries to find out the ways and means to escape tensions. We should be masters of our mind, we are fully under its control. It's the habit of our mind, it starts to dominate us. A person tends to ignore it by considering it a normal problem, but it's not at all normal. Neglecting this situation is not the solution it means that you're allowing your mind to subjugate you. The unnecessary thoughts inside your mind will eat you up, they won't let you live in peace and your intellectual capacity will begin to rust.

Your mind does not define you, it has no right on you. Don't be a victim of your mind. Your potential ability is much more than you think, don't let your mind take possession of it. Don't let yourselves be caught in a dangerous snare. Find peace and tranquility in your mind. Don't overburden your mind by giving it unnecessary pressure and rights. Your mind is a weapon, keep it loaded, but don't let that weapon be used against you.

***MIND YOUR MIND AND YOUR MIND WILL MIND EVERYTHING FOR YOU***

## Expectation Itself Is A Freaky Mayhem.

You are doing good in your life, you're doing much better than you think, you are self-aggrandizing day by day, you are doing things that are not woven around some basic plot, it means they're completely new and you love doing them. Suddenly, one day, you are struck by this 'expectation' thing. You are completely unaware of the bummer it can cause. Before you figure out the situation, expectation makes you completely dependent on it. You start

expecting things from certain people and/or from all those people with whom you deal daily. Expectation depends upon a person's temperament, it depends upon how a person wants to get treated by his/her family, relatives, friends, and society at large, and if this is not satisfied a person gets frustrated and it starts to create disappointments.

Expectation makes you worry about everything. You're no longer your own master, it controls your emotions, feelings and behavior. It spares none. Some of us have become victims of it. It is a total mind-freak. We're the architects of it, if we want, we can break it. We can overcome it, it requires a bit of determination, it requires an "I'll not give a damn about it" kinda attitude. Once you conquer it, you could have an incredible life...

***THIS IS A SNEAKY TRUTH ABOUT LIFE.***

Here is a link to my blogs:

- <https://dhruvinpatel2002.blogspot.com/2021/09/control-your-mind-or-mind-will-control.html>
- <https://dhruvinpatel2002.blogspot.com/2020/05/expectation-itself-is-freaky-mayhem.html>

# I Was Said To Fly...

Divya Sewani

TYBBA



Small eyes, big dreams  
Many hopes but yet questioned  
Instead of finding my way  
I was said to create my way.  
Patience was my best friend  
Mistakes taught me to live  
Failure was the one that made  
me strong  
And believe my soul mate.  
'Give Up' doesn't exist in my dictionary  
Trust was the one who never left me alone  
To be successful was not my dream anymore  
It became my destination...

# इंसान-इंसानियत

HARSH MOVALIYA

TYBBA

टूटा हुआ सागर है यहाँ,  
बिछड़े हुए है बादल जहाँ।

जिनका हम कदर करते थे यहाँ,  
कर लिया उन्होंने इस्तेमाल जहाँ।

तरक्की न हो पाई यहाँ,  
करोड़ों का भस्टाचार है जहाँ।

इंसानियत है बिकी यहाँ,  
पैसों का है रॉब जहाँ।

उस निर्भया को न मिला सम्मान यहाँ,  
रह गया दरिदों का आसमाँ जहाँ।

पत्थर फेक के जूठ को सच बनाया यहाँ,  
आज़ादी का दुष्प्रचार फ़ैलाया जहाँ।

ना ठहर तू अब यहाँ,  
अब बिक गया है दो कौड़ी मैं इंसान जहाँ।



# The Indian Lifestyle: Benefits of Investing in India, And A Comparison with The American Lifestyle



ISHAN JANAK DESAI,

TYBBA



We Indians fantasize about living in either downtown New York or London, drinking that expensive cup of coffee before going for work. As amazing as that would be, we sometimes overlook the comfort of living in India, and the benefits it provides compared to other cities in our country or outside. In this article, we'll see how the Indian Lifestyle might be more comfortable in a financial sense, and how it would be better in the longer run, considering generating wealth and other privileges.

The idea to compare the two lifestyles hit me when I was buying a water bottle, around 250 ml, for a mere price of Rs. 5 (Rs.30 for 1.5l). After comparing it to the prices of commercial water bottles in the US, I got to know that a 1.5 litre bottle costs around Rs.138 (US\$1.81), which is roughly 4.6 times higher than in India. Similarly, if we compare the prices of a single can of carbonated beverage like coke, we can see that the Americans are paying 5.1 times more for

the same 300ml can (Numbeo.com). We can see the wide differences in prices of various goods like bread, fast food, and luxury items as well.

These differences in the prices are directly relatable to inflation, as the rate of inflation is higher in developed countries, and the production costs of various goods and necessities are lesser in India in comparison with the developed countries. Not just food, but the prices of real estate are higher in the US than in India. A simple comparison between prices of 1 BHK apartments in Tampa and Ahmedabad (both Tier-II cities) tells us that owning a house for 1 person is 400% more expensive in Tampa than in Ahmedabad. Average Cost in Tampa is roughly around US\$213,000(Rs 1,63,49,709), while in Ahmedabad, it's around US\$53000(Rs. 40,00,000). Renting a studio apartment in Tampa might cost you around US\$1700, while the average rent for the same in Ahmedabad is around US\$200.

We often take our privileges that we have here in India for granted, where everything, be it food, real estate or investments. And now, after absorbing this information, one might stand confused as to what should be done. I believe there's a simple yet effective solution to this question. Either you can stay here in India and work your way to a position where you're paid on a global standard, or you can simply earn abroad, and build your wealth here.

I know that this might seem a little orthodox, but many Indians are currently doing this. Consider this for an example. Adults in India usually start with a monthly SIP (Systematic Investment Plan) as soon as they start earning. They probably invest an amount between Rs. 500-1000 on an average on a monthly basis, for a return of 10-11% per annum(approx.). This investment, when compared to US\$, hardly accounts for \$10 a month. What if, you save around \$500 a month living in the US (on minimum wage, you'll be earning at least \$2600 a month [16.36x40x4]), and invest it in the same SIP here through your parents or relatives. You'll be investing 50 times more than you'd invest if you earned here in India. Investing money in Indian funds enables you to invest more money, because of the differences in currency.

There are drawbacks associated with living in India as well. It's true that living in India can be cheaper when compared to developed countries, the quality of life here may not be opulent as we imagine it to be in India. When we compare the Life Quality Index of India and USA, we see that while India ranks 60<sup>th</sup>, with an index of 119, USA ranks far above at 15<sup>th</sup> with a score of 170 (Numbeo.com, 2022). This means that quality of life offered in The United States is far better, when compared to India. There are other benefits associated with living in the US, which are better social security, health facilities, educational facilities, and job opportunities, however we need to take a call as to what do we want in life and remember an ancient proverb " the grass is always greener on the other side"

### **Declaration**

*I have tried to cover everything there is regarding the comparison of these two lifestyles, but the actual numbers may vary. This article covers a vague comparison between the Indian lifestyle and the American lifestyle, to give readers a rough idea as to what one can expect out of those two countries. I may have missed some key points in this article, and for that I heartily apologize if there are any mistakes.*

# Chaotic life

Jheel Vyas

SYBBA

How unpredictable life is  
Sometimes it makes me happy  
Sometimes sad,  
Sometimes I wonder when it's going  
To end  
Sometimes I wonder if at all  
Everything ends!

How unpredictable life is  
Sometimes its ominous  
Sometimes its propitious  
Sometimes I dream fiercely  
Sometimes I scream weirdly

How unpredictable life is  
Sometimes it's me  
Sometimes it's me V/s me  
Sometimes I kneel down in gratitude  
Sometimes I kneel ingratitude

How unpredictable life is  
Sometimes it feels possible  
Sometimes it feels probable  
Sometimes I'm lonely  
Sometimes I'm homely



# A sign by Universe

Kashish Tevani

SYBBA

Sometimes I do wonder that what if the stars could talk to us?  
What if they are trying to say something?  
What if we are meant to understand that silently?  
What if they carry a message from Universe,  
And today when I see up in the sky it is full of stars and yet has space for many  
I realize it is meant to tell us that  
The universe maybe full of stars still it has enough space for You  
It is waiting for you on the other side of that door with arms wide open  
You just need to find a way to reach there.



# Sorry

Riva Shah

FYBBA



Sorry, it takes me almost all the chances to not miss you again.

Sorry, it takes me a whole lot of time to forget what we shared.

Sorry, it takes me a lot of energy to not look at you again.

Sorry, it takes me everything to be myself again.

Sorry, it takes me a lot of energy to drive through our lane every day.

Sorry, it takes my everything to not be with you anymore.

Sorry, it takes me the whole night to fall asleep, knowing you're not on my side anymore.

Sorry, but I am proud of myself for coming this far alone.

Sorry, I do not know what to do anymore.

And lastly, sorry, I cannot do this anymore because I still love you.

# Price Rise of Essential Commodities

Shrusti Vrajesh Shah

FYBBA



In developing countries like India around 40% of its population lives below poverty line. The rapid increase in prices of essential commodities causes anxiety among a major section of our society. Rise in prices of essential commodities over the past few months have made life difficult for almost every section of the society across the country, with people finding it hard to manage their household budget. Prices of essential commodities like gas, pulses, sugar, edible oils, food grains, poppy seed, tea, petrol and diesel etc are going beyond the purchasing power of the common people.

India being the second largest country in the world in terms of population, is the the reason for increase in demand of essential goods and services which has lead to rise in price when production is insufficient. Rise in the price of diesel and petrol have increased the transportation costs which has become a major problem for the common man. The prices of petrol and diesel have witnessed the rise of Rs. 10 every month which has become a national problem. The price of fruits and vegetables and cooking gas has also increased in the past few months which has become a problem for the common man to survive. Besides, hoarding of food and goods by dishonest businessmen to make more profit is also the cause of the increase in price. The rise in price has decreased the living standards of the common man as he has to compromise with his basic requirements.

Government should take immediate action to control the prise rise. For that, the government should maintain sufficient food stock, open fair price shops for the needy section of the economy and prevent hoarding. Strict rules should be framed on hoarding and black marketing practices to avoid inflation and prise rise. By this, the rise of price in future could be curbed.

# How Can Students Keep Fit and Healthy?

Shrusti Vrajesh Shah

FYBBA



It is an old saying that Health is Wealth. The proverb means that one's health is the greatest wealth. But nowadays we have observed that students have been reckless regarding their health. Students neglect their health which also effects their studies.

The main reason for this is the rise in the intake of junk food and avoidance of home made food. The rapid increase in the demand of junk food among the teenagers has made them couch potatoes. The negligence towards homemade healthy food can badly affect the body, as the stress food includes unhealthy ingredients which are harmful for the body.

Further, the use of vehicles for transportation has made students lazy and inactive. Use of mobiles and avoiding outdoor activities has made them unfit which results into gaining weight. This causes many health problems which may result in aggressive behavior. Students should actively participate in outdoor activities and physical sports.

Students are the foundation of the economy and their health is the real wealth for the country. Hence, students should avoid junk food

# CAUSES OF STRESS ON MODERN GENERATION

SHRUSTI VRAJESH SHAH

FYBBA



Today we are living in an age where people are more stressed than relaxed. Due to extreme competitiveness in every phase of life, modern generation has become frazzled. A cut throat competition begins from the childhood itself when parents start pressurizing their children to work hard and score more marks. Due to this, the child gets stressed when he is not able to perform according to his parents expectations. The stress builds up when until it turns into the health hazard and stays forever.

Then comes the stress of work front which is even more terrible than scoring good marks. Students may score good marks but it does not guarantee a desired job. Even if it is than there are other reasons for one to feel stressed. Desired salary, promotion , growth, self esteem needs etc leads to anxiety and agitated behavior.

Therefore, it is not wrong to say that the youth today is greatly stressed. Fortunately there is a solution to avoid stress at all times. Regular exercise and yoga improves mental health and keeps our mind healthy and stress free. This decreases mental illness, physical disorder and calms the soul. Spending time with family and loved ones helps to control the stress levels. Even pursuing a hobby can make you feel better and happier.

# CHAOS IN MY MIND

KAPASI TIRTH BIMALKUMAR

FYBBA

*It is a story/poem about a boy*

Every day I wake up with hope,  
A hope to live, a hope to laugh,  
But my life gets shattered, laugh turns into tears,  
I feel numb but I still don't give up  
Friends betray, folks say I am a disappointment.

Every day I feel something will change, instead it gets more depressing.  
A constant chaos in my mind, a heavy heart and wet eyes  
I feel this feeling will never go away.

I will always feel numb,  
I will always be under this huge burden called depression.

One day my life went wild and I decided to end it, I was dead from inside but now I was just going to die physically,. I decided to end it. On my way back home I missed my bus, so I walked with tears in my eyes, it started raining so I took a shelter over a roof, a group of actors were beside me, while one of them asked me why I was crying, I broke down without saying a single word, I was going to run away and my mind said end it now end it now. As I broke down she gave me a napkin and consoled me by saying "nothing lasts forever" and asked if I wanted to be a part of a drama I replied "I don't know a thing about acting" she said "every new beginning begins from the word "I don't know this thing".

Again the word "hope" replaced the word "suicide" in my mind and I went. We practiced and when I acted everyone was shocked.

And even I was; I don't, I really don't. All I know but those 30 minutes of acting made me feel something I never felt in my entire life, I felt something, a feeling that was lost, I laughed after years; crying really turned into laughing, but for those 30 minutes I felt I was free.

I decided to join this group and after some months, something in me changed the feeling of depression was fading, I was in love with myself, which made me realize that loving your self is the first step towards feeling free. You just got to find something that makes you feel yourself and love yourself.

"Depression is a Phase "  
It will go away



For me it was acting for you it might be something else.

This phase taught me that in life everything is not about rating yourself over others and being competitive, you got to have one thing that makes you feel yourself "self-love and self-realization is the medicine for depression"

Chaos in my mind ended feeling of numbness finally faded, crying really turned into laughing, and I finally started living.



# You will understand

Goswami Abhishek

TYBBA



I am sure about this,  
no one, but maybe you will understand.

Some words stopped in the middle, maybe you will understand the pain of the lips.  
Every moment something is left out, maybe you will understand this deep thinking.

How will the time pass without wheels?  
we have lit them, maybe you will understand them.

Every happiness has some meaning,  
the meaning of the meaning has changed, maybe you will understand.

You said I have never gifted you something valuable,  
But the most valuable thing that one person can give it to another is their time.

A time Which is so much valuable that it after spending it.  
It will never come back again, maybe you will understand.