

FLAMES

2022-23



FACULTY OF BUSINESS ADMINISTRATION,
GLS UNIVERSITY, AHMEDABAD

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FACULTY OF BUSINESS ADMINISTRATION (FOBA)
FLAMES
An Annual Students' Magazine
(2022-23)

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 the Newest edition of Flames!

Faculty of Business Administration (FBA), GLS University is eponymous to dissemination of holistic management education that propels the new generation of managers towards excellence in their professional and personal lives. Management as a concept and an experiential reality is concomitant to our own lives. This is attributed to our societal awareness and our deep rooted sense of discipline and steadfast adherence to our core values and principles. We also utilize our intuitions and creativity to respond to unsolicited issues in our lives. As an educational institution, we also attempt to inculcate these experiential traits in our students.

It is common knowledge that we live and work in a new normal workspace. This necessitates inculcation of innovation, creativity and problem solving as mandatory requisite skills for this generation of students and managers. In the light of the changing times, we, at FBA have focused on broadening the scope of creative pursuit among our students. This edition thus seeks to rekindle the fires of creativity through the inclusion of photos and paintings alongside poems and articles as a part of our ensemble of creative works. It also attempts to showcase the budding ideas of fledgling entrepreneurs, whose creative ideas would contribute to the development of our country.

FBA as an institution encourages learning through fruitful communication of ideas, concepts and experience. Creativity on the other hand pivots unbridled expression of these three aspects. This edition aims to widen the horizons of creative thinking and consequent meaningful expression through myriad forms of art and a harmonious blend of both meaning and creative expression such that our students soar higher and surpass the zeniths of personal and professional achievements in their professional and personal lives.

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Section 1 : Poems



क्या हो तुम

बताता हूँ क्या हो तुम , मेरी हो या ना हो तुम ॥

मेरी कल्पना की जीवंत सूरत हो तुम ,
किसी शिल्पकार की सुंदर मूर्त हो तुम ।
कोई महकता सा गुलाब हो तुम,
किसी शायर का ख्वाब हो तुम ।

दिलचस्पी से भरा कोई सवाल हो तुम ,
नजरे ना हटे आंखों का ऐसा जाल हो तुम ।
केदारनाथ सा मनोहर सुकून हो तुम ,
उस चांद को पाने जैसा जुनून हो तुम ।

हर वक्त जिसे सोचू वो ख्याल हो तुम,
जिंदगी में खुशियों का नया साल हो तुम ।
मेरी इकलौती हार हो तुम,
मेरा एक-तरफा प्यार हो तुम ।



Rituraj Pathak
TYBBA

Vitrag Kothari

SYBBA

Voices from the Heart

The Voices from the heart are telling you to enjoy,
But the mind is pragmatic, and it tells you
That's just a ploy.
The voices from the heart are telling you
to get out and have a life,
but the recession-struck economy is holding you
on the edge like a knife.
The voice from the heart is that little kid,
Whom you've caged
And sometimes when life gets blurry,
That kid is outraged.

The voices from the heart are unequivocally brave,
The norms of society try to keep them shut,
But they resist,
Rather than going into the grave.

The voices from the heart,
Are appealing and beautiful
Don't just listen to them on weekends,
But follow them till the time ends.

The voices form the heart,
They are the real god's art
In a world like the mosaic
They'll be your Prozac.

The Beauty of Midnight

Midnight and I stare at the sky,
I see that the birds have no wish to fly.
Can you imagine the world being so quite?
As it is now at midnight.

I turn around to see the light breeze,
Such icy silence that will make your heart freeze.
But when I look down, words fail me
Is this really where I wanted to be?
Suddenly the stars catch my attention,
And then I'm lost in my imagination.
It's not like I found the answers to my question,
But I guess it just changed my perception.
Beautiful sky withholds many gifts within,
Each crucial and under different skin.
So far apart and yet so concerned,

Just like us who live on the surface.
You are different and that is you,
Don't change to blend in with someone new.

Would you be able to experience the time of noon
If the sun started acting like moon?
Soon it starts to get bright,
And now the birds are back in sight.
The shining sun makes it hard to look at the sky
But it's alright, because without it
I would have never appreciated the night sky.



Shreya Upadhyay

FYBBA

Coronavirus

Yeah I am Coronavirus
 The Deadly disaster Coronavirus
 Originating from the city of Wuhan and
 Travelling to all countries like Sudan
 I spread like an engine top one gear
 With filling Little Hearts full of fear
 You can't see me cause I am not visible
 I created lots of chaos Without being audible
 No. Don't blame me for quarantining you in your mansion

What's my mistake it's all because of your action
 You fools did not respect nature
 With your own hands you are destroying your future
 Don't you think I will go more easily
 It's just started
 With the face covered within a mask
 By making healing an impossible task
 From disrupting the balance in economy
 Forget it

You will never get a solution in Astronomy
 Delta alpha and Omi: I love my brothers
 Use your all force you can't make us bother
 You empty minded thing that vaccine will make us slow
 Just give me some time to destroy it with one blow
 So you haven't understood me till now

Clap for yourself and just say wow
 For your little little brain
 Whose size is as small as a grain
 I was born to make you feel sorry
 Mother Earth is dying
 For her have some worry
 Even now if you do not stop pollution
 Then in the future you will remain with no solution
 Stop it now then I will go
 Don't give me a chance to spawn as a pro
 Yeah I am coronavirus
 The deadly disastrous coronavirus



Himanshi Pratap Singh

FYBBA

Prisha Jobanputra

FY BBA (Hons)

Memories

A season of love and friendship,
and mixture of every emotions.
Rain on the rooftop
But still they dont stop.
That smell of soil and tea is gonna boil!
Air which flows through hair
a memory just popped in the head.,
clouds cover the sun
i tied my hair in a bun.

it's raining hearts, it's storming flowers,
we're in for scattered stardust showers.
I remembered darkened doorway,
where we stood while swept by,
thunder gripping the earth
and lightning scrawled on the sky.

The Strength to Carry On

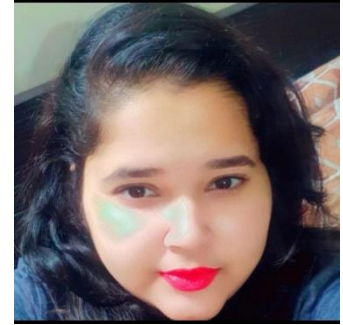
Life can be tough, a road rough and steep,
With challenges that make it hard to sleep.
But within us, there's a strength so bright,
A will to carry on, through day and night.

The winds of change, can be so strong,
And make us feel, that we don't belong.
But with each step, we must be brave,
And face the challenges, that life can give.

The path ahead, may seem unclear,
But we must trust, and have no fear.
For with each step, we'll find our way,
And reach the end, with a brighter day.

The strength to carry on, comes from within,
And it's a flame, that we must keep burning.
It gives us hope, and it gives us light,
And helps us rise, after every fight.

So let us hold, onto that strength so bright,
And never let go, without a fight.
For life can be tough, but we're stronger still,
And we'll carry on, with grace and will.



Prakrati Singh

FYBBA

Loss

When I was born,
Someone was more happier than my mother,
As I spoke for the first time- "Papa"
Rather than my father; he was amazed.
Days passed, during my childhood,
He was there who took care of mine, the one
who pampers me, whose love was
beyond my limitations and who used to cry when I cried.

Although I grew up, i found myself more connected with him,
he was the one who taught me do's and don't.
Was diagnosed with diabetes and lost his eyesight.
And then one fine day, he was admitted;
I came to know that he is no more.
I lost him whom I loved the most.

This pain of loss- hurts a person, broke someone
into pieces of glass.
No one can compare this painful loss with
anything else,
I wish that somewhere I could found him,
talk with him and again called him



Kavya Nareshbhai Jadav

TYBBA

I Celebrate

I celebrate the wave of flowers which is delight and blooming.
 Let me feel them and loose myself
 by the way they are perfuming.
 They are different in colours, in shapes,
 they are different in everything,
 But still they possess the common ability to pursue grooming.
 I celebrate the variations in culture and their authenticity
 Enjoying each of them with a literal and genuine base of ethnicity.

They exist with their own ideologies
 and spreading sweetness alongside,
 Let's the vibe of this beauteous atmosphere
 having soberness and simplicity.
 I celebrate the flaws of visions
 having various ideologies withstand
 Let me appreciate them for their extant
 rather than getting them banned.
 They hold the right to think, to express, to visualize, to frame,

It needs just an agreeable mindset to accept
 And celebrate them without any unusual demand
 I celebrate the mankind, the human behavior, the emphatic generosity
 I also celebrate the selfishness, gloominess, defeatism with baseless curiosity.
 Let them feel what they feel, let them live how they breathe, let them be their own,
 I celebrate the differences in the way I feel satisfied having designed thoughts
 with velocity.

This poem was a part of the NAZM (Online poetry writing event) on the Theme “ Celebrating Differences”



Vraj Soni
TY BBA

A Poem for my Mother

If I could have one more day and my wish comes true
Remembering all the years we had
All the memories we made,
How grateful I would just have one more day,
A day where the tears I've shed are not in vain,
Knowing you will be there
With open arms and a smile
On your beautiful face,
I would get a hug, so tight once again
To feel your warmth and loving embrace

There is so much I would tell you
And how much I love and miss you
How I miss sharing stuff with you
How I miss your cooking
How heartbroken I am
I could do nothing for you
How grateful it would be to get just one more day
With you
And when that day comes to an end and the sun begins to set
A thousand times I'll let you know
I will never forget.
How grateful I am
To have just one more day.



Tanvi Soni

TYBBA

Section 2 : Short Stories



A Misconception of an Angel

Everyone believed her to be ominous. Like every child, she was born crying but people considered it mourning.

"Oh! You've heard that girl at Sharma's is a Hoodoo She swallowed her mother."

Ahem! Here he's, father of an infernal child."

Living in a small town was like a curse for the girl.



Devashree Shah

SYBBA

Neighbors ridiculed, Teachers believed, her proximity would bring them bad luck. The first day in her school was no less than misery. The dense forest around the school guided a snake to the classroom, the feeble children and timid teachers charged this as the girl's vileness. All this discrimination led her to the darkness from where handful return.

One fine day a new girl, Priya, asked her name, to which she replied, "You shouldn't be talking to me, I'm a jinx." Priya considered it absurd. The connection prospered, even after several warnings of bad luck. She was like a ray of sunshine filling up the girl's darkness. Until her mom had a miscarriage and like others, she too swerved her thoughts and abandoned her. Situation worsened with time as none supported her.

Days passed, her father was demoted and who's blamed? The girl!

A jinx, a bad omen, an infernal were the tags gifted by the society. Day by day she commenced believing it and shattered into pieces.

Once, beholding a picture in her dad's wallet she asked, "umm! Daddy is she my mother?"

"Yes, honey, she is."

"Where is she now Daddy?"

"It's too late honey, you should sleep now, let me tuck you in."

"Did I kill her daddy? Am I really a hoodoo?", Asked the little girl, sobbing

"No darling, it's not you, it's our fate"

"Nobody talks to me, dad, I'm all alone."

"Did you ever try my girl?" "No, dad, they've always avoided me"

"God to the Leader of none, try child you shall become one, "Always remember this honey, no entity in your life stays, other than you, yourself. Once you start believing in yourself, nobody in the world can stop you. You just need to try and never give up."

"Promise me, darling, you'll never give up on trying."

"I promise you, dad, I'll never," said the girl, with blubbing eyes.

"Now, sleep baby, and let your next morning be the new start," said her father, solacing.

The next morning, she found her dad lying lifeless in room which was preordained to ensue as per society's wisdom. The girl was just 16 when she lost the only one person on whom she could rely, who always had her back.

Her heart ravaged, her grievance never ended. She had no motive to live. Every second she was dying inside. whenever she tried to end this, a voice echoed in her ears, "promise me, Darling, you'll never give up!" Day by day, her spine to live kept deteriorating. But to keep her promise, she always made an effort.

In her terrible times, when all she had was, herself, a boy moved towards her. But this time not to abandon her again but to love her, unconditionally. As the phases, life had shown her she didn't allow anyone's proximity. But that wasn't what fate had decided for them.

It was the first year of their college, she was a scholar studying pilot course and him, a mediocre studying architecture.

"Hey, I'm Rohan Mehra and you?" (She ignores)

"Oh sorry, are you dumb?"

"No, I can speak. Now, excuse me!"

"Hey, at least tell me your name?", Asked Rohan

"I'm Apoorva, Apoorva Sharma", she answered back

These small squabbles between them oversaw a deep friendship which thrived tremendously. For Apoorva, it was like a dream come true to have someone to take care of her, understand her and most importantly accept her.

It was all magical for her, his touch brought butterflies to her stomach and her nerves warmed up. But she still considered herself a jinx and suppressed her feelings.

One day while approaching college, Rohan met with an accident, Apoorva rushed to the hospital with loads of emotions and thoughts prospering in her head.

This is all because of me, once I'm assured of his health I'll leave forever, "

"Why did I even talk to him?"

She reached the hospital and ran towards Rohan, breathlessly asked the doctor, "how's he?"

To which he replied, "out of danger now". Hearing this, calmed the tsunami of emotions inside her. She glimpsed at him and turned to leave forever, and at an instant felt something pulling her back, it was Rohan holding her hand. "leaving so soon?" Asked Rohan with a low voice.

"You deserve better than me Rohan. Leave my hand now." She said.

"Gave up already?" He quoted.

"It's me Rohan, the reason behind your accident, my mother's death, my father's death and every ominous thing that has ever happened around me. You shouldn't be with me. I'm a hoodoo." Apoorva cried out.

"It's not you, my darling, it's your psyche which is molded by society. You aren't a jinx, you're a very talented young lady and shall reach heights if you try,"

"Come here, sit beside me", Rohan requested

"Listen carefully now" Rohan requested "*God to the Leader of None, try child*

You shall become one," "If you try no entity in this world can block your success"

"Here, give me your hand, Apoorva."

"Promise me you'll never quit," said Rohan, energetically.

"I'll never, I promise", said Apoorva

"I'll never, I promise", said Apoorva

The next morning, Rohan was discharged from the hospital, and Apoorva, all charged with him

A few years later,

"Ladies and gentlemen, good morning. Welcome aboard. This is Captain Apoorva speaking and I've some information about our flight.....", Speeched Apoorva Rohan Mehra.

After the descend she met someone from her past she now left, Priya, her first friend who she believed was jinxed because of her, their eyes met and some conflicting emotions flooded in Priya's heart, she left a potential angel in need, now flying in her wings indeed.



Raj Ganatra
SYBBA

The Boy

The small boy was always with his friends, it is uncommon for people like him, of children of his age to roam alone in a garden. At his age he should be playing; but he looked in the mystery of something, he was never this quiet.

I heard that he fell from his bicycle while doing some adventure or stunt; he might be listening to calm music. I wonder what happened to his friendships, A mystery for me too! I imagine myself doing such an adventure as him; I stop myself with the thought of family, loved ones; even in my dreams I don't possess the courage to stunt.

As of this, this dream was his, he rose up, fighting against pain, crying but fighting. He rose up like the fresh sunshine coming out from the clouds. It might be his only family outside of the park, his only friends were not with him but he want to end this, wishing if this all is just a dream.....this departure, this pain, all could have ended by just waking up. He then wishes if all of this could be simple.



Twinkle Mendpara, Nishita Shah, Megh Thekdi

FY BBA (Hons)

The Burnt Oceanic Love

A true bond is needed for each being to enhance this life to its full potential. Our Story begins here. Aarav who is saddened with society forcing him to - marry a girl. He refused. He was always in search of true love.

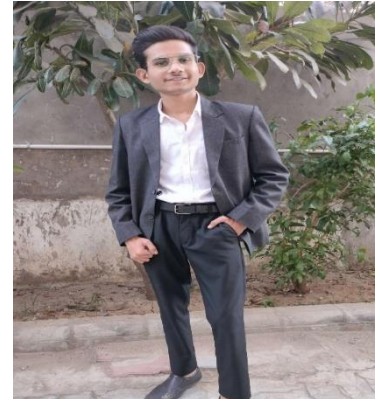
One evening, as he wandered the beach , he was mesmerised by the sunset and at horizon, he found an adorable face in the woods. His calm mind out of curiosity, wanted to know about beauty. He approached the girl and asked, "I didn't found anybody here in months"

Her name was Rahi, who stood with serenity and answered with kindness how society and her village forced her to marry. At that instance, each of them from their deep down knew, they found the one. Now, the Ocean was the witness of their true bond , form them, who met every evening. The authenticity of their love was true but little did they know their villages norms; where inter village marriages were prohibited. A worker saw them one evening and informed both villages.

They refuse to separate. Riots began. Fires were spread, livestock burnt. Aarav and Rahi approached the ocean and asked for kindness. The mighty oceanic Deity appeared at Sunset horizon and expressed her vision of their true Love. The villagers resisted. They refused to accept them. The Deity told the villagers : "You can't understand such a true bond of nature, and absorbed them within its bosom and took them into her ocean. The villagers now grieve the loss of such a true bond of love.

Section 3 : Articles





Darshan Parmar

FY BBA (Hons)

Quotes that inspire my life

I want to talk about some quotes that have inspired me. All of them mentioned below is common and all of us know about it. Yet, I want to discuss the ones liked and how it changed my life.

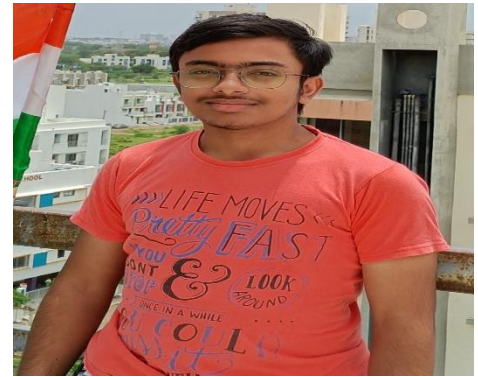
All of us dream of being successful in life. Many dreams are achievable but there are many which are called crazy by others. Ignore them. So my first quote of inspiration is : Nothing is more crazier than your dreams. When others call our dreams crazy, we should not be depressed and work to realise our goals. It is our dreams that make our life, give us a purpose to live . To say in hindi : *Jeene ke lie sapane dekho aur sapano ke lie jeena seekho*. In English it translates as : live by seeing dreams and then live to fulfill the dreams.

This brings to my next quote : Your efforts define who you are. I will support it with a hindi quote : *Khud ek aisa quotation banaye kee log apako dekhakar motivate ho jae*. This quote means : Build your character to this level that others can be inspired by you. Both these quotes talk about the need to make efforts to achieve our dreams. If I dream to be a topper, then , my efforts should be directed in that direction.

I will end my discussion on dreams with one final quote, once again in hindi : *Sapane utne bhi chhote mat dekho ki aasani se pure ho jae..* , which in English means : don't dream small dreams so that we don't have to make efforts to achieve it. I was inspired by these quotes, because I have dreams to be successful in life and my dreams have to be big enough to aspire for .

My next favorite saying is about our attitude to life. Life is messy and we will be troubled and pained by others. In any case, we should have the most important ornament in our life. It is called a smile. I heard it somewhere that a smile is the most important ingredient of our life ,so keep smiling. It is difficult to smile when we are sad, but we have to make that effort to smile.

I end by this final quote : Be your own hero . We are all trying to be successful in life and look up to role models for inspiration. We forget to look within ourselves. We can learn from role models but we have to develop ourselves to succeed. The role models in any field are successful because they developed their strengths and overcame their weaknesses. So we need to be our own hero and develop ourselves.



Nair Hari Krishna Kumar

FYBBA

Feminism: My Thoughts

As the name suggests, we are going to talk on Feminism. Before that we need to understand the meaning of the term Feminism. Feminism means the advocacy of women's right on the basis of equality of the sexes. The concept of Feminism is to create gender equality and promote empowerment of women.

The concept of Feminism is not a fad. Its impact actually started before a century. In the past, women were not allowed to work, get the basic education, to vote in an election, etc. Today, women are allowed to work, but we can see the huge pay gap between men and women. In the past, as the people were living according to the societal norms and the society never wanted the women to grow as men. The mentality was male dominated. The female didn't even had the control over their own body, in terms of reproduction. Rather, women were seen from their biological side only: to take care of the family and to give birth to the male's children.

Due to this, feminism began evolving as a social movement. Today, we have a more refined form of feminism. Today, in this twenty first century, feminism has a new form. The core of the movement has remained the same: to fight for equality of women in the society. As is the case with all social movements Feminism had both positive and negative sides. First let us look at the positive side.

The main and important positive tenet of feminism is gender equality. Feminism has fought for the right of the women and for equal opportunities along with the equal pay, equal access to education and to work etc. Now, in our present times, we can see that females have access to higher education and are allowed by their parents to educate themselves; this is at least in the elite urban arena. We can see that in the education field females have started leaving their indelible footprints of success.

If we specially talk about the work place, feminism helped the women dream to choose the career of their choice. Feminism has created a new ideology in the society that it is now commonplace that women have made careers in all those fields that were formerly male dominated. Another positive thing about that feminism has empowered the women to the extent that they can make their own decisions according to their interests.

Generally, a few years back, only the men were the breadwinners of the family. But due to the influence of feminism we can see that both male and female work for their family. In some

families, we can see that the women is the bread winner for the families and men stay at home and take care of their families.

Feminism helped the woman to understand their basic rights and if they don't get their basic rights then to fight for it. The movement has compelled the governments to make laws with due consideration to women and their rights. Feminism has also created a big impact in the field of politics. Even many political parties uses tenets of feminism in their agendas for winning the elections. They try to attract the female voters to vote for them in the election using the gender card. We also see many women politicians who have been on the hot seat of leadership as well.

Let us now talk about some of the not so positive points. Feminism has been criticized by some of the lower-socio economical people. As it has been seen that feminism has been working for the middle class society and it is also criticized by the LGBTQ and many other communities for lack of representation. Feminism is often considered to be highly influenced by the western world and culture. Indian feminism, however is a completely different philosophy. Our scriptures have always held women in great reverence. The female counterparts of all our gods are portrayed as the source of their power. They are incomplete without them. Our culture has also promoted androgyny in the form of the concept of Ardhanarishwara. In one of the speeches made by our revered Prime Minister Shri Narendra Modi, he extolled the importance of the woman in Indian society wherein many Indian heroes have also been known by their mother's names. While these being said, the women figures of lore were , nevertheless bound with the invisible bindings of patriarchy which in feminist terms may be called ' heteronormativity'. While feminism as a concept conveniently overlooks the other genders, they were forced to create a new label to represent themselves, so much so for the claim called equality for all.

Due to the influence of feminism, women started considering themselves as the better gender than the men and thus have started creating discrimination in terms of their position in society. This aspect is pretty ironical. Formerly, males used the ideology of patriarchy for oppression. Today, some women use the powers available to them through law as a tool for vengeance or to settle ego vendettas. In both cases, women who actually need these representations never get to even voice their issues, because their whimpers of despair are drowned by the din of elite feminism and their own disadvantaged positions of caste and class.

Due to this rising reverse trend, some women try to take benefit of it. In other words, we can say that there is increase in toxic feminism. Conversely, we also see the reversal of patriarchy in the form of retrograde matriarchy, which essentially means women from the elite sections of society meting injustice on socially disadvantaged women. It could be in the form of grand matriarchs of old households. It could also be female bosses/ senior members in certain organisations, who spread toxicity under the garb of maintaining order. Toxic feminism is born of elitism. It could be class and caste based. This is not to show that their gender is powerful, it's their elitism that causes negativity and toxic feminism, creating a negative impression against feminism.

Toxic feminism directly attacks the male society. So the group of males also started attacking the feminism. Due to this, both the genders have the great threat. Like Feminist people always try to degrade the male gender and the male starts that no female should prosper, though selectively. This ideology is created due to toxic feminism.

Due to increase in the feminism waves, the misuse of the power has also increased. In our country, we can see that if there is any dispute between the male and female and the matters escalate into the media, then we can see that the females start getting support in huge numbers and the people start blaming that male without knowing the truth. Even if the male is right then also that person needs to bear the brunt of the allegation for many years. Even he did not commit any mistake he needs to go through unnecessary humiliation.

Some women even try to post fake and serious allegation of harassment towards men. This the thing were everyone give their opinion against of the men. The # Me too campaign and the controversies related to it, which surfaced in the media are examples for the same. Over here, I must clarify that such allegations are counterproductive for women themselves because people turn a blind eye to such allegations even when it is genuine. Thus, manipulation of laws results in justice being delayed for women who have to face injustice on a day to day basis.

Toxic feminism motivates many females to do such type of things. This type of feminism creates the biasness in the society, which as discussed above is promoted by women themselves. In the name of equality, they want more rights than the male and by this they forget the ideology of Feminism. This aspect is ambivalent: the basic rights are available to all humans under law. When it is denied, women are forced to protest. Yet, when they protest, it puts them in a disadvantaged hierarchical position: men as giver and women as seekers.

In conclusion, we can say that the feminism as a concept and ideology had played a vital role in promoting gender equality, women empowerment and to give the female the basic rights in the society. It helped to create the status in the society that the female is equal to male. Feminism also indirectly contributes to the economy of our country. The people who promote feminism should never forget what their ideology for their existence was. The power which the females are getting due to feminism should never be misused to degrade any of the gender like Male, LGBTQ, etc. They are also the part of the society and the society should work in the collaboration with all the genders. There are still some problems that female faces and it is duty of all the people to understand the problem and solve it. The females who support toxic feminism, should be brought to justice

If we want our Earth to be a better place, then all the people should come forward and every gender should respect each other. Every gender should be able to enjoy their rights which is legitimately theirs. Also the punishment for breaking or misusing the power should be same for all genders. All man made ideologies were created out of conflict with the misuse and abuse of justice. These ideologies should not be perpetrators of newer forms of injustice. Feminism as a concept and ideology is no different.



Disha Pornikar

FY BBA

How Google controls the life on an average person

As the name suggests, this article talks about Google and its control on our lives. Google, Global Organization of Oriented Group Language of Earth, is known in the name of the search engine. But today, Google is not just limited to a search engine, it is everywhere. We see Google advertisements, News, Games, Play-station, Artificial Intelligence, Computer software, Messages, Calls, Maps, Drive and the list is endless.

Google was initially made just to organize information of the world so that it can be useful universally, but it has crept its way into all the aspects of our lives. Some people call it the innovation, some call it next generation but some also call it creepy. Google has all our information, it knows what we do, when we do, what we need, when we need etc. Scary indeed.

Let us look at Google as a search engine first. Whenever we want to get information about something the first place we go to is Google. When we search anything, its data is recorded by Google and then it sells that data to others for making our lives easier. For instance, I want to buy a designer purse and I search all the available options on Google and then I gather all the information and close the tab on the device.

Now Google knows I want to buy a designer purse and it has recorded my previous searches in its data, then it will sell this data to platforms of Online shopping and Social media to keep me reminding about my pending purchase. Now, this is done to make our lives easier, but now Google knows what I want and whenever there is a sale on anything it will remind me even if there's nothing then also a notification will be sent to me just to remind me of it. My data is exposed now. This happens every time we search something.

Google has also created many other applications to make our lives easier. But, actually what it does is to get control over us by them. Everyone has an e-mail account (G Mail) . Not even a single person who uses a smart phone will not have an e-mail account. They might have on other platforms also, like yahoo mail, proton mail, Microsoft outlook, iCloud etc. Most of this platforms are not even known by us, but everyone knows about g-mail.

Every morning when we wake up, the first thing we check is our mails and messages. It is more like our morning begins with that and we won't be able to do anything without it.

The second most popular application by Google is Google News. Mostly today, no one reads newspapers, not because they don't want to but because they can't get the recent updates. For instance, current affairs, new policies, or latest news by any chance will not be mentioned in newspapers at that particular moment when it occurs. That's why people rely mostly on Google News. They get all the updates about everything that is happening in their interest areas as and when it happens. If they miss one-day news then many things can happen which can topple people's lives upside down. We live in the FOMO (Fear Of Missing Out) world. For example, the whole stock market may fall in 5 minutes, a company may change its full policies etc. Nothing has changed. Yet we panic. We live in a world where knowledge is power. Google through its news functionality manipulates the FOMO tendency in us. Thus, Google News controls everyone's lives by just keeping them engaged at this level that they cannot function without this constant sense of dread of FOMO.

The third most popular application of Google is Google Maps. People might have lived their whole life in one city, still many may not know their city routes. If anyone wants to go anywhere and are unaware of the route then there is Google Maps. Now the biggest drawback of Google maps is people do not need to remember any routes because they have Google Maps. But is it okay? No, it is not. Sometimes what if there is no tower?, what if you want to go somewhere and there is a bridge but Google Maps is not updated and it takes you through a route which does not exist practically. Maps are controlling lives by not letting people use their brains even 1% to think. They also reduce communication. If I don't know a particular place, I should ask someone. They might know, do not know or play games with the commuter by misguiding them. But, this is a slice of life and everyone should enjoy it. But we don't have the time to interact. So, we use Google Maps which are about 99 percent accurate.

The fourth on our list is Google Drive. It is an application which stores all your important documents as a safe back-up in case if you need it urgently. Yet again, it has all our data. In Google Photos, photos are backed up. We just need our account to log in and boom, all the things stored there are ours again. Now if somehow we forgot our password and we don't need that account anymore, people think that by just logging out it is all gone but no. All the data is still stored with Google of your account. A person needs to delete that account permanently to remove everything. Still after permanently deleting an account Google gives us an option to log back in 2 months in case if we are making a mistake. So for 2 months after deleting it, our account details are still safe with Google.

These are the most popular Google platforms, but there are many more that Google is purchasing or even innovating. Google is continuously evolving and there will be a time where we might not be able to survive without the help of Google. A normal person would not be having even the basic knowledge that he/she should possess, why?, because we have Google. Many people jokingly phrase Google as "Google devta" in many places in India, just because Google knows everything. Really Everything!! We are still unaware about the power of Google and its impact on our daily lives. Starting from the time we rise to the time we sleep, all the activities we do are in some or the other way connected to Google.

It is a high time now that we should stop giving more autonomy to Google. Of course we should use it when we need because we live in an evolving world and we won't survive if we don't

keep ourselves updated but we can still reduce its use to some extent that if its services are temporarily stopped or not working then it wouldn't stop our lives. Google is a technology made by humans and it should be controlled by humans, not the other way around. We should not become slaves in the hands of technology.



Shrida Trivedi

SYBBA

Celebrating Introvert

Being introverted or extroverted is simply a personality trait and neither is inherently "good" or "bad." Introverted individuals tend to prefer solitary activities or spending time with a small group of close friends, while extroverted individuals tend to thrive in social situations and enjoy being around people.

In our society, extroversion is often hailed as the gold standard for social success. It seems as though everywhere we turn, there are messages urging us to be more outgoing, more gregarious, and more socially connected. However, in this sea of extroversion, we must not forget the valuable contributions and unique qualities of those who identify as introverts.

Introverts possess a depth of thought and sensitivity that is often overlooked in our fast-paced, extroverted culture. They tend to be introspective and thoughtful, and often have a rich inner life that they may not feel the need to share with the world. This is not a weakness, but strength - for it is in this internal world that many great ideas and innovations are born.

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Independent: Introverts tend to be more self-sufficient and self-motivated than extroverts. They are not reliant on others for their happiness or stimulation, and they are comfortable spending time alone.

Reflective: Introverts are generally more reflective and introspective than extroverts. They enjoy exploring their thoughts and feelings and are often able to gain deep insights into themselves and the world around them.

Creative: Many introverts are highly creative and have a rich inner world that they draw upon for inspiration. They are often excellent writers, artists, musicians, and other creative professionals.

Focused: Introverts tend to be very focused and detail-oriented, and they can concentrate deeply on a task for long periods of time. This makes them well-suited for careers that require deep focus and attention to detail, such as research or programming.

Good listeners: Introverts are often excellent listeners, and they are able to provide a non-judgmental and supportive ear to others. This makes them great friends and counsellors.

Observant: Introverts tend to be very observant and notice details that others might miss. This makes them good at analysing situations and coming up with creative solutions.

Overall, being an introvert can be a valuable trait that brings unique strengths to the table. While introverts may face challenges in a society that often values extroversion, it's important to recognize and appreciate the benefits of introversion.

Introverts are often seen as the quiet, reserved members of society, but their contributions are no less valuable than those of their extroverted counterparts. In fact, their unique qualities and strengths can make a significant impact on the world around them.

One of the key strengths of introverts is their ability to think deeply and critically. They are often highly analytical and reflective, which can lead to valuable insights and innovations. Introverts are also excellent listeners and observers, able to pick up on subtleties and nuances that others may miss. This makes them highly empathetic and attuned to the needs of those around them.

Additionally, introverts often excel in areas that require focus and concentration, such as research, writing, and creative pursuits. They are able to work independently for long periods of time, often producing high-quality work that reflects their meticulous attention to detail. Moreover, introverts can bring a sense of calm and stability to social situations. Their quiet presence can be a grounding force, helping to soothe tensions and diffuse conflicts. They are also often excellent one-on-one communicators, able to connect with others on a deep level and build strong, meaningful relationships.

Overall, introverts have much to offer to society. Their unique perspectives, analytical skills, and empathetic nature can help to solve complex problems, build strong relationships, and create meaningful change in the world. By embracing the strengths of introverts and valuing their contributions, we can create a more diverse and inclusive society that benefits us all.

**Shruti Vrajesh Shah****SY BBA**

Stress on Modern Generation

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. But why do we stress? Who is the reason for it? Can we control it? Let's try to find out.

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 unable to perform according to his parents expectations. The stress builds until it turns into a health hazard and stays forever. I am reminded of the short film 'Float'. The need for society to normalize everything causes stress.

You can see it in the 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 then there are other reasons for one to feel stressed. Desired salary, promotion, growth, self esteem needs etc leads to anxiety, agitation and commotion. It is called the 'Rat' race and as someone wise said, even if you win, you are just a rat!.

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 disorders and calms us down.

Devashree Zadaphiya
TY BBA

Current Viral Sensation - Chat GPT

Chat GPT the pseudonym for Chat Generative Pre-Trained Transformer is the current trend of today. Ever since people have seen this technology's prowess to reduce labour of routine tasks, it has gained traction among all sections of society who want to get rid of banal tasks.

So, what is this new technology all about. It is an artificial Intelligence tool developed by Open AI that holds the power to change the world in many ways. Chat GPT took only 5 days to reach 1 million users and hence it is one of those rare moments in technology that will reshape everything going forward. Basically, by communicating with Chat GPT you can get answers to any question. Sounds more like Google, but it is way more accurate and faster than it. What is more interesting that this is what it can do in its initial stage of development only, assume what will it do when it is developed into its full capacity. For example, if you want a cover letter and you type in the information about your degree, company, experience and other things within few seconds, it will generate a 300 words cover letter for you. All you need to do is take the trouble of customizing it as per your needs. Who knows, later on it may customize it based on AI.

Isn't that too fast! It is extremely easy to use it. All you need to do is to follow some steps. Go to the website chat.openai.com where you can create your account. Just type anything such as you want like 10 ways to be a smart investor or creative ideas to celebrate a birthday. It is so smart and intelligent that in a few seconds it would get you the answers that you perhaps cannot even think of. Is it more clever and creative than a human being? Well, that is a question of a rhetorical kind. The answer can be yes and no both.

Through Chat – GPT you as a student or a working professional can get ideas and explore your creativity. It is a great opportunity to learn things if your learning style is reading and gathering knowledge. It can also generate computer codes easily. It works with customized templates and the immense loads of data which can be accessed and synthesized into an answer. It reduces human labour in terms of its productivity, so that people can spend their time in other relevant tasks such as living a fulfilling professional and personal life.

Some would argue that it is just a machine. It doesn't have emotions, but has the knowledge and understanding of emotions of the world. It cannot understand human emotions. In other words, it cannot respond to emotions at a very fundamental level.

It has been developed to communicate to emotions but not to tasks. At least from a human communication point of view, any answer must have an emotional point of view. A formal letter can be written but it does not have the softer aspects of emotions, which would appeal to the reader. So, it is anything which involves communicating with others.

This tool is trained in a multidimensional way that there's absolutely nothing that's there in the world and not here. Now this game changer has already created threats to replace innumerable jobs. Pragmatically, it is true. But it is also not wrong to say that it can help you take your career growth to an extreme height if you keep asking questions and keep on improving yourself. So, the threat is to those who don't ask questions, so keep on asking questions and keep on learning.

Devashree Zadaphiya

TYBBA

Gen Z

The Verbatim meaning of the term is People born between years 1997-2012. The notional meaning is People born in the modern-tech era. The latter are also called post-millennials: The ones born into technology, into a flat world.

Gen Z are more savvy with technology. They are also the ones who would never get an opportunity to experience the time when the world lived with very less or no technology and facilities. This may seem pleasing but at the same time, something is also amiss. One of the biggest problems that it creates is that not allowing the young generation to be non-complacent and achieve things through hard work. It is ok to fail, if you work really hard. Today, it has become very competitive that we want everything and want to ace in everything. That's not possible for everyone. Even prodigies have a downside.

They are good at what they do , but they are not good at a lot of other things. A person is only truly able to understand the value if they had been on the other side of the fence. The grass is always greener on the other side. At the same time, Gen Z has also taught many things to millennials (our parents' generation). Evolution is inevitable and constant. The millennial generation learnt it the hard way, the Gen Z will also learn, because the world outside is far racier and unpredictable.

Gen Z is unified, diverse, realistic, and technologically advanced, making them the generation with the power to create an impact on the world. It is a known fact that a unified group is much more successful than one that is divided. Gen Z is the most open minded and diverse generation, the history has seen so far. Gen Z is more racially and ethnically diverse than previous generations. After all this differences, the astonishing and interesting theory is that their co-existence makes it possible for both the generations to leverage each other's shortcomings and work collaboratively.

Every generation has its challenges. Gen Z has its own too. But it will succeed by learning from the past and leveraging from the technology in its own age to create a new future.

**Vraj Soni****TYBBA**

India: World's 2nd largest Agriculture Economy

There is always a matter of discussion about the challenges faced by the Indian economy in various sectors. But have we tried to find a solution regarding the same or if I exaggerate the question, have we executed the correct solution. Our Indian Agriculture sector is the backbone of our nation by contributing 17.8% in GDP. India has the highest net cropped area in the whole world followed by US and China. But in 1960s where we have witnessed a rapid growth in agriculture sector due to Green Revolution is now leisurely shadowed by the manufacturing and services sector. Our Indian Farmers started facing severe problems such as absence of insurance and credit, input cost, supply chain management and so on. Still, this sector plays a vital role for the upbringing of Food storage and security in the nation.

The Green Revolution substantially increased the agricultural productivity for wheat and rice in India. As a result, Indian farmers have become commercially strong and started earning more profits in their products. If we focus on food processing sector it seems highly beneficial for our nation's economy. Much technological interventions can be provided to farmers to increase the productivity. Precision farming or drip irrigation, Drones and sensors can help the farmers to reduce the cost of farming. Along with this climatic situation can be put on control or in a predictable situation where a farmer can easily pursue the necessary steps to save the cultivation. Supervision on collective farming can be also done. Strong Research and Development can be our strength to achieve the maximum benefits out of this sector.

China spends almost 60% of its GDP on R&D of agriculture where India hardly spends 31% for the same and that is one of the specific reasons we have hardly seen any notable innovations after Green revolution. Along with this Crop Diversification can play a major role to increase the productivity in this sector. Excessive dependence on commercial crops can be countered by motivating the farmers to produce coarse grains will result into a sustainable agriculture

development in India. The Crop Diversification also help to arrest the excessive nutrients and water loss.

Lastly, some innovative agriculture production practices can also help to diversify the tradition of farming. The finest illustration is *Aquaponics*, in which aqua culture and agriculture works simultaneously for the production. *Hydroponics* and *Aeroponics* can also be put in consideration. Such are the major innovative techniques which can help our agriculture sector to boost on. It is major agreeable fact that Agricultural sector is a solid base foundation which is going to help our nation to emerge as a global economic power.



Jashika Verliani

FYBBA

Book Review on 'Verity' by Colleen Hoover

The novel Verity by Colleen Hoover is a thriller, which is gripping to the core. The reader is drawn into a dystopian world of crime and pain. The New York Times best seller author Tarryn Fisher reviewed VERITY by Colleen Hoover as "Sublimely creepy with true Hoover pulse."

Contrary to popular opinion, Colleen Hoover is overrated. However, Verity has climbed its way on the top of my favourite's list. Let me tell you, I am not a fan of favorites, so that is indeed a big deal. Verity is a thriller suspense book with lots of screwed up mentality and gut wrenching actions. It gets you hooked from the very first line, and makes you live the life of two different women in one book, twists coming every now and then.

The novel begins and ends in nightmarish blood and gore and ends on an unsettling note, wherein the apparent criminals are not just scot-free but look forward to a beautiful life ahead. The letter by Verity which marks the tail –end episode which depicts pain and desperation for a release.

The central characters Jeremy and Lowen are also seen to bond over their commonality of 'pain', loss and the desperate need to release themselves from the pangs of the same. The titular character 'Verity' is also seen as someone whose losses and existential pain has turned her 'blank' and expressionless.

The act of expression of the physical and mental angst through writing is a sort of sublimation wherein the act of writing itself gets questioned as a testimonial act. The testimony lacks the trace of truth, where the autobiography was Verity's way of getting rid of her miserable life and to an extent, which she won, by manipulating her husband to kill her in a fit of fury and framing it as an accident.

But as you reach the end, just as you think you know everything and make your judgement, the final ending will leave you traumatized and questioning everything. Verity is not for soft hearted ones, but if you are a thriller fan with in need of a book with lots of gore and drama with a touch of romance, I can guarantee Verity won't disappoint. Yet it is a dark novel in the sense that it venerates pain, agony and suffering along with betrayal and love. In one word, it's a mixed pot of contradicting emotions.



Shriyam Shah

FYBBA

My Ist Sem

Our first semester started in the month of July and ended in the month of November. Basically, this is a short story of my experience in GLS campus. I joined the course with absolute enthusiasm and aspirations to enjoy my college life. Well the journey does not started on a good note as there was zero enthusiasm in people around me. I expected my college life to be very happening, but it didn't go well as I was not sure of my objectives. I mean I wanted to study and earn good marks. But I wanted to enjoy my college life with friends and to be a part of the vibrancy of the campus.

The culture was similar to the school: attending classes, completing assignments and then exams and the semester is over. To be fair to the university, there were a lot of events, but somehow I could not bring myself to appreciate its value. I attended the compulsory part and bunked the latter. Later I started bunking lectures as well, visited many places and then lazed through the semester till the exams.

So if you ask me, whether that was fun, no not really. Before I knew the second semester has already started and my attendance was very low. So, now I had to attend classes and am now liking it. I have also understood that initially things looked dry, but I knew that bunking classes was to my loss.

Also I have been not participative in the events, due to my lack of interest. This is the reason why I decided to rediscover myself by finding new opportunities by writing in this magazine and well I am still searching for my expected college life full of vibrancy and fervour.

Hoping for the best!!



Sonu Mehta

TYBBA

G20 Summit

G20 stands for *The Group of Twenty*. G20 comprises of 20 nations around the world which are Argentina, Brazil, China, Germany, Indonesia, Japan, Republic of Korea, Russia, Turkey, United States of America, Australia, Canada, France, Italy, India, Mexico, Republic of South Africa, Saudi Arabia, United Kingdom and European Union (EU). The summit was formed in 1999 with the motive to discuss the policy issue related to international economic development and cooperation. The G20 focuses on two prime tracks which are: 1. Financial track 2. Sherpa track. Now, let's know about Sherpas, Who are they? A Sherpa is a personal representative of state or head of government who prepares international summit. The Sherpas carry out important planning, negotiations, and implement tasks continuously. The finance track on the other hand focuses on financial and economical aspect of the world. Now, coming to the function of the two tracks which form the key points for the working of this Summit. The finance track is mainly led by the Finance Ministry or Ministry of Finance of the nation who held the Presidency, while the Sherpa's discuss the items to be discussed in the summit; they discuss the agendas and coordinating the substantive work of G20.

Currently India is part of a troika which comprises of three nations that are: Indonesia, India and Brazil. Now, let's know about Troika, what is it? It is the word mainly used during the discussions about G20. It comprises of three nations, as the presidency or chairmanship of G20 keeps on changing, so does the troika. The first nation is one who has held the presidency of G20, the second nation is one who has currently the presidency with and the third one is to whom the presidency will be transferred in the future. The India currently has the presidency of G20 which was with Indonesia and will be transferred to Brazil in the future.

Currently, India held the presidency of G20 which is going to be conducted on 9th September 2023 and 10th September 2023 in Delhi. The motto of India is inspired from a very ancient quote and may be known by all.

The quote is “Vasudhev Kuttumbakam” which means: ‘one earth, one family, one future’. There are certain points on which India could focus during this summit and these are also the priorities of the rest of the nations.

The key points discussed in this Summit focus on :

- Green Development, Climate Finance and Lifestyle for environment.
- Digital public infrastructure and technological transformation.
- Accelerated and Inclusive Growth.
- Women-led Development
- Sustainable development growths

India has taken over the presidency from 1st, December 2022 onwards and will hold the summit this year. Recently there has also been a shift in the focus of the summit. The summit now also focusses on global issues which have a large impact on global economy since globalization started progressing and various issues became more complex to solve. So, rather than focusing on economy and trade there are also other issues which need to be addressed and G20 has successfully addressed those key-points in the last few years. If we see the agenda or list of points which India is going to focus are also the points which can fulfill the needs of present population but can also lead to a bright and healthy economic and enable overall development for future population too. Another interesting fact is that the 20 countries in the group are representing 85% of the world's GDP and about two third of the world's population. So we can conclude here is that all 20 nations are rich in their economy compared to others and can contribute substantially for the world economic issues.

India has already started a series of cultural activities which is known as “Jan Bhagidari Activities” with the lighting of 100 ASI monuments with colors and logo of G20, showing India's G20 logo at various places such as famous festivals in Nagaland and a sand art in Puri, Odisha, cultural performances, youth activities, and tradition of various cities and states and a lot more. The logo of G20 India's presidency shows the vibrant colors of the Indian flag and shows the closeness of lotus with planet earth which shows that in spite of many difficulties, the planet earth will keep on increasing and achieving new things just as the lotus grows and blossoms in spite of taking birth in mud. So both the logo and the motto is fascinating and proving to be the strong presidential nation among the other countries. For India, it also begins the “Amritkaal” the 25-year period beginning from the 75th anniversary of its independence on 15th August 2022, leading to the brighter, prosperous and sustainable future.

Drawing the inspiration from the motto, India is hosting the summit in 50 different cities which covers almost all states. India will organize over 200 meetings in 32 different workstreams which is as per the vision of our honorable Prime-Minister, Shri Narendra Modi. From Kashmir to Kanyakumari, India is all geared for the upcoming G20 Summit. The summit can also be impacted by how Russia-Ukraine war moves on, as such it can highly impact the summit and may be the Russia can be under the tremendous pressure to stop the war. So, we await the Summit with abated breath and hope.

Yash Jain

FY BBA Retail

Serendipity

Life works in mysterious ways they say and all those eureka moments!

An eighteen year old wandering among 140.76 crores of people to see if he stands a chance to make his mark! It first hit me when I got to know that it's not an ordinary thing for good food, heck good air to breathe rather. Something else and higher awaits.

Growing up, I realized how people would tear each other's neck. I started understanding the worth of each penny I was spending while thinking how I am going to make it once I lose it.

In the midst of all this, a total stranger comes into my life just when I was juggling with my life crisis. A single conversation changed my life for good!

You meet diverse people by the time you are in your teens! So was my story. The most unpredictable species you can think of are humans and then they have different minds : colourful ones at that with vivid imagination and aspirations.

So handling and tackling them varies too. Now this conversation lead into the same direction, where I innocently asked her how is it that you surround yourself with like minded people!

She told me this rule of OQP : Only Quality People

Now what kind of formula is this : What makes you are the people you talk to, ideas you discuss, food you eat, places you visit, air you breathe , ground you walk on, sky you walk under and people you love!

Now not everyone will give out same energies. Your inner circle would consist of only those people who are positive and are interested in improving their lives. It also means to avoid people who are parasites: they live off you, drain your energy and make you lose your purpose. Forget Them, Ignore them. They do not exist for you.

We need to find people who have high aspirations and dreams. If you move around with them, that's where you grow together!. You learn from them and they learn from you. If the latter does not happen, at least you learn something new.

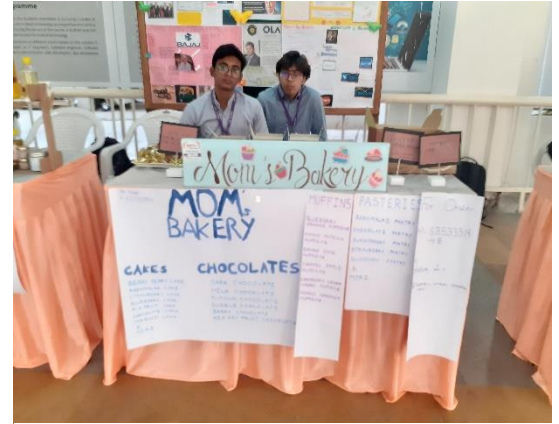
Remember a famous anonymous quote: Weak minds discuss people, mediocre people discuss events and great minds discuss ideas. It's up to us whom we would like to be a part of. That's how my serendipity happened and I had a road map to living life my way!

Writing this is a serendipity too!!

Section 4

Budding Ideas : Entrepreneurial Insights





Moiz Kotwala

Farhan Mistry

TYBBA

Mom's Bakery

Problem Identification

Context: There are a lot of flavours like Rasmalai and Ganache. But, when people wish to try a new flavour, the cakes lack variety, newness and hygiene.

Problem:

1. Bakeries deliver stale cakes.
2. They provide basic designs. Bakeries do not experiment or customize.
3. Most of the time good cakes are out of stock.
- 4.

Our Target Audience: Youngsters, Foodies, Event Organisers

Emotional Impact: The customers get emotionally distressed when they do not get the cake of their choice for the special occasion of their lives.

Alternatives: Customers have to bake the cakes of their choice.

Alternative Shortcomings: Here the problem is the availability of resources and skill. Not everyone has the skill and resources to cook a good cake.

Quantifiable Impact: Waste of Time (trying to cook at home and searching for a good cake) and waste of money (experimental buying of cakes to find out the good ones)

Market Survey

- We interviewed around **40 people**.
- Interview mode was offline and online through surveys
- **55%** agreed that this (Lack of good cakes) is a problem.
- **25%** said they don't need a solution.

Funding Availability

- Bootstrapping
- Family and Friends
- Investors

Idea Generation

We have done idea generation through brainstorming by including market, customers, pricing, problem, current alternatives, etc

Product Idea

So we started with products like less cream cake, variety in chocolates, muffins which customers can eat whenever they want.

Future Plan

Our future plan is to start our own bakery where we provide cake on orders and others products like pastry and muffins available on time.

Our second plan is to start partnership with other bakeries where we provide them with our cakes and chocolates.



Shrutika Devani

Nandini Parmar

TYBBA

Forev Fresh

Executive Summary

Forev Fresh is an instant food or premix food brand, which is ready to be used for instant consumption, especially using water and milk. The purpose of Forev Fresh is to provide a perfect blend of spices that will make cooking convenience and hassle-free for you.

Instant food or premix food brands are gaining popularity due to their convenience, affordability, and ease of preparation. With busy lifestyles and hectic schedules, consumers are increasingly turning to these brands for quick and easy meal options. The COVID-19 pandemic has further accelerated this trend, with more people working from home and looking for easy meal solutions.

Mission:

To provide simple and satisfying food that's quick and easy to make. Our focus is on the busy people of this generation, who want healthy and wholesome food with superior taste and convenience.

Vision:

At Forevfresh, our vision is to save your time and get home made food easily. We deliver healthy and hygienic food at your doorstep with just a few clicks.

Company description

Premix or ready-to-eat food entered the Indian market slowly but surely. India now exports ready-to-eat Indian cuisine in addition to manufacturing. It is under the category of convenience foods, meaning that it requires very little time to cook and can be consumed right after purchase, depending on the needs of the consumer and the weather.

It is a type of food that has been partially or fully processed and packaged so that it can be prepared in a fast and easy manner. Instant noodles, instant soups, and premix cake mixes are some of the food that has been packaged in a way that is intended to be consumed quickly and easily.

In general, these products are manufactured with high-quality ingredients and are usually designed to be shelf-stable, meaning that they can be consumed for a long time.

People who work in metropolises don't have enough time to prepare elaborate meals, which drives the demand for ready to eat food to grow fastest. Over the last few years, a busy lifestyle and rising income levels have led to an increase in instant or premix food products in india.

Problem identification

One of the most common complaints we hear from working people, students, hostellers/PG people is that they don't have enough time or enough energy to prepare healthy meals for their families or themselves. It is often difficult for working people, students, hostellers, and PG residents to prepare healthy meals for themselves or their families. When a person has a full schedule and multiple commitments, cooking can become a low priority, resulting in unhealthy eating habits.

As a result, they may be more likely to suffer from obesity, heart disease, and other health problems. Their productivity, concentration, and well-being can also be adversely affected by unhealthy eating habits. While there are many options available for quick and easy meals, such as instant food or premix brands, these products often contain high levels of sodium, preservatives, and other additives. As a result, health issues can be exacerbated, and they resorted to unhealthy processed foods too.

Solution

If you're a working person, student, or want to make sure you're eating the right foods at the right time, well we've got you covered!

It's time to get your ghar ka swad on!

We have come up with the brand **Forevfresh**. Our venture offers a solution to this problem by providing instant food that are healthy, convenient, and quick to prepare. We understand the unique challenges working women face, so our meals are designed to make their lives easier by delivering instant food to their doorsteps.

We offer a variety of meals to suit different requirements and tastes, from light and healthy snacks to hearty comfort food. We offer a wide range of products, from sweets to savory and snacks.

We are constantly innovating and introducing new flavors to appeal to different consumer preferences. Nowadays people are more health conscious than ever before so to address these concerns, we as a brand are focusing on developing healthier options, such as low-sodium and organic products and also our products are preservatives free and 100% veg.



Jay Patel
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Humble (HMBL)

Problem Identification: Clothing Industry is an densely populated industry when it comes to doing business in it. There will be many competitors around you who might be good at work than you who might not. Clothing Industry is a saturated market, therefore one need to be unique with every business terms in order to be in a limelight. Starting of HMBL was done by identifying one of the problems market has which is,

Quality of cloth: Quality of cloth is something that customers don't want to compromise with. Whenever customers goes for the shopping they first thing they check is the quality of cloth by touching and sensing it. Now that's where HMBL enters. HMBL is a clothing industry who identifies the problem (biggest problem) I would say, and tries to solve or improve in best way possible. They try their best to satisfy their customers need and never to disappoint them.

Market Survey: Before entering to any industry or field, it is very important to do a market research/survey, which helps you and your venture to give you an enough push whenever you enter into the market. Market Survey consists things such as – Your competitor, your target audience, moves of your competitors, competitors history, demand of your product/service etc.

Like every other field, clothing industry also has its competitors, before entering into the market; HMBL also did the market survey to have a better start. HMBL came to know that he also has his competitors such as – Roadster, Rapido, Pine, Rare Rabbit. Our target audience is the adult's age between 17-24 yrs.

Generation of Idea : The idea actually comes by four of us having an similar experience regarding the quality of cloth when we four were gone to shopping and unfortunately shirts which i and dhiraj had purchased was completely wasted only after washing once . This incident forced us to think on this and to take some actions. As, a college students we take action and having Dhiraj (who has a background in different cloths) we entered into the market with our own brand – HMBL.

Product Idea: The most important in a business and to run a business is Capital and a Product. If your product has everything what a customer's need is when he came to buy, you have won the war. The idea of product was too simple and raw that it needs to be best in terms of quality and other aspects so that customers would be never be disappointed.

Having Dhiraj, on our side which i said earlier, he has a background in different cloths and their quality which also makes him an R&D Expert of HMBL Venture. We work on the product ideas, development together and he use to correct wherever we were off track when it comes to quality of cloth.

Funding Availability: It's been around 1-1.5 years since HMBL entered the market. In its beginning phase we use our family's fund to start our brand. Other than that our company is bootstrapped till now and has no Angel Investor or equity holder other than us four.

At the other hand, we also know that in order to be a big brand you can't do it without having investors and enough money (investors brings in) to scale up your business . We certainly don't have any plans right now regarding having investors but will be having the day we want HMBL to go globally.

Future plans : It's very important to have an overview about what you want to do with your brand in the coming years. When it comes to HMBL, the future plans are that, i) Soon HMBL is launching their own T-Shirts ii) We are also planning to go globally as our international market survey is going on iii) We are also about to launch our own website in coming few months as it was under prototype. iv) Like other companies, we also have a vision to be one of the top wearable brands.

Section 5

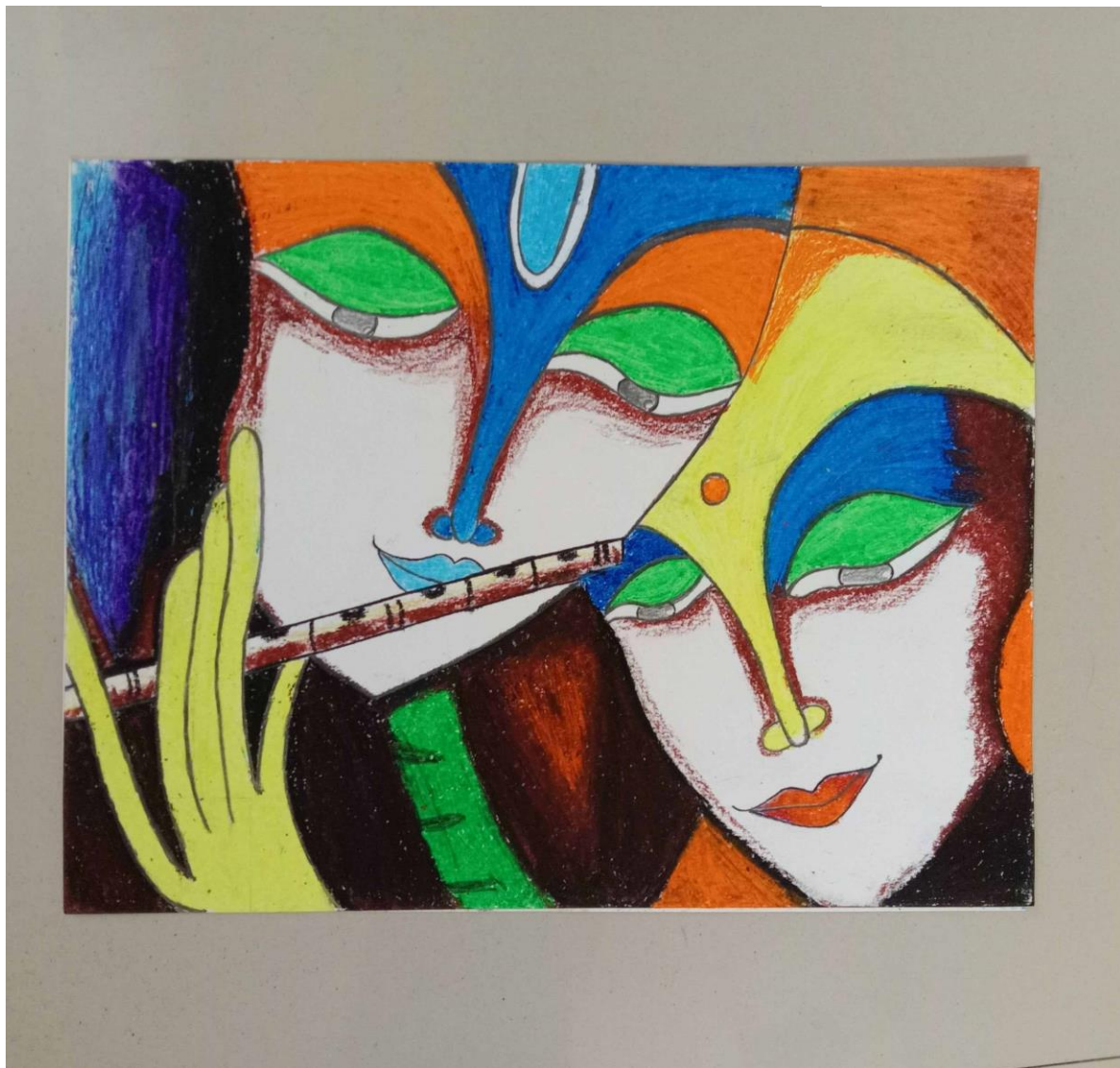
Paintings and Photographs





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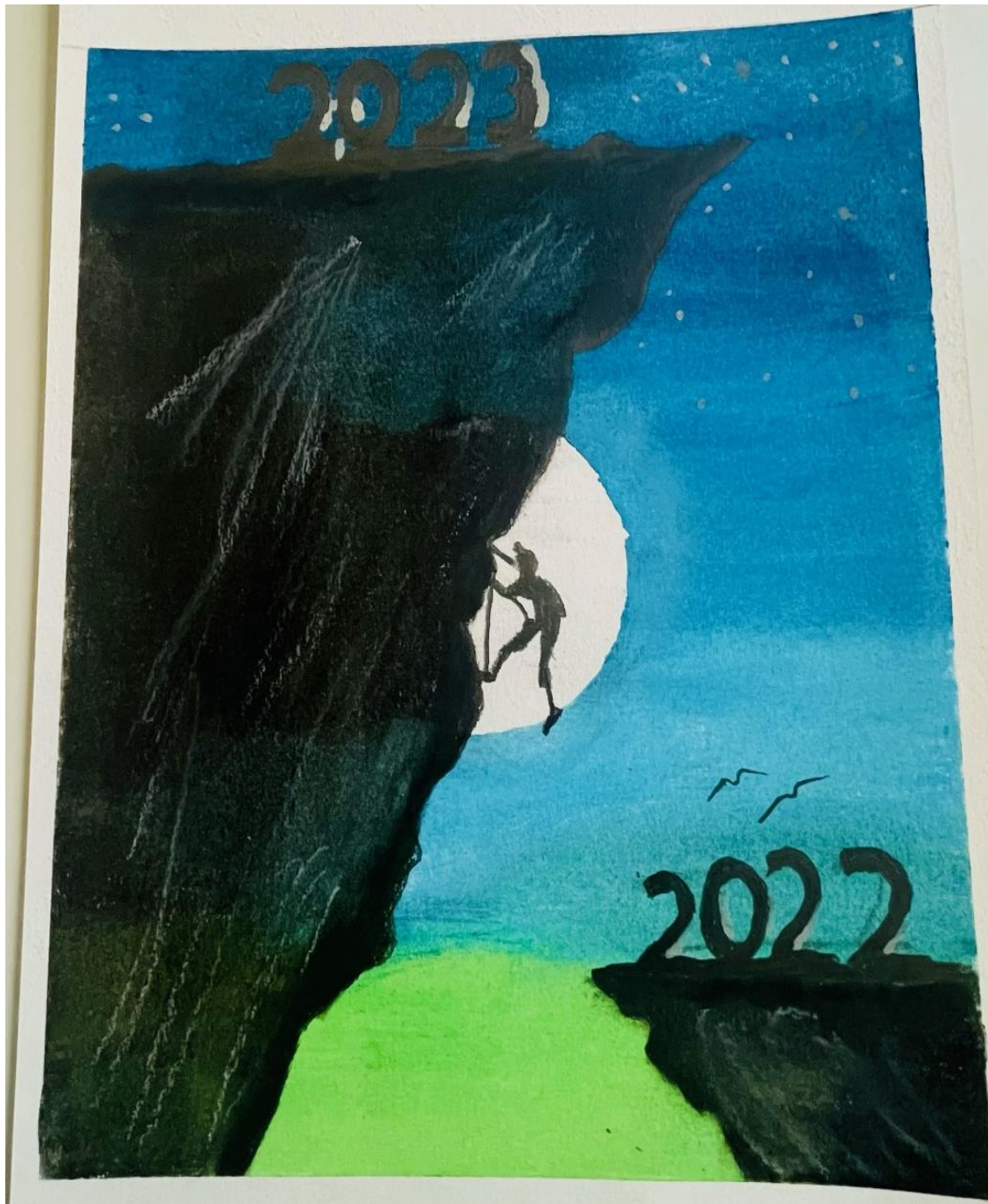
FYBBA



Aayushi Seth
FY BBA



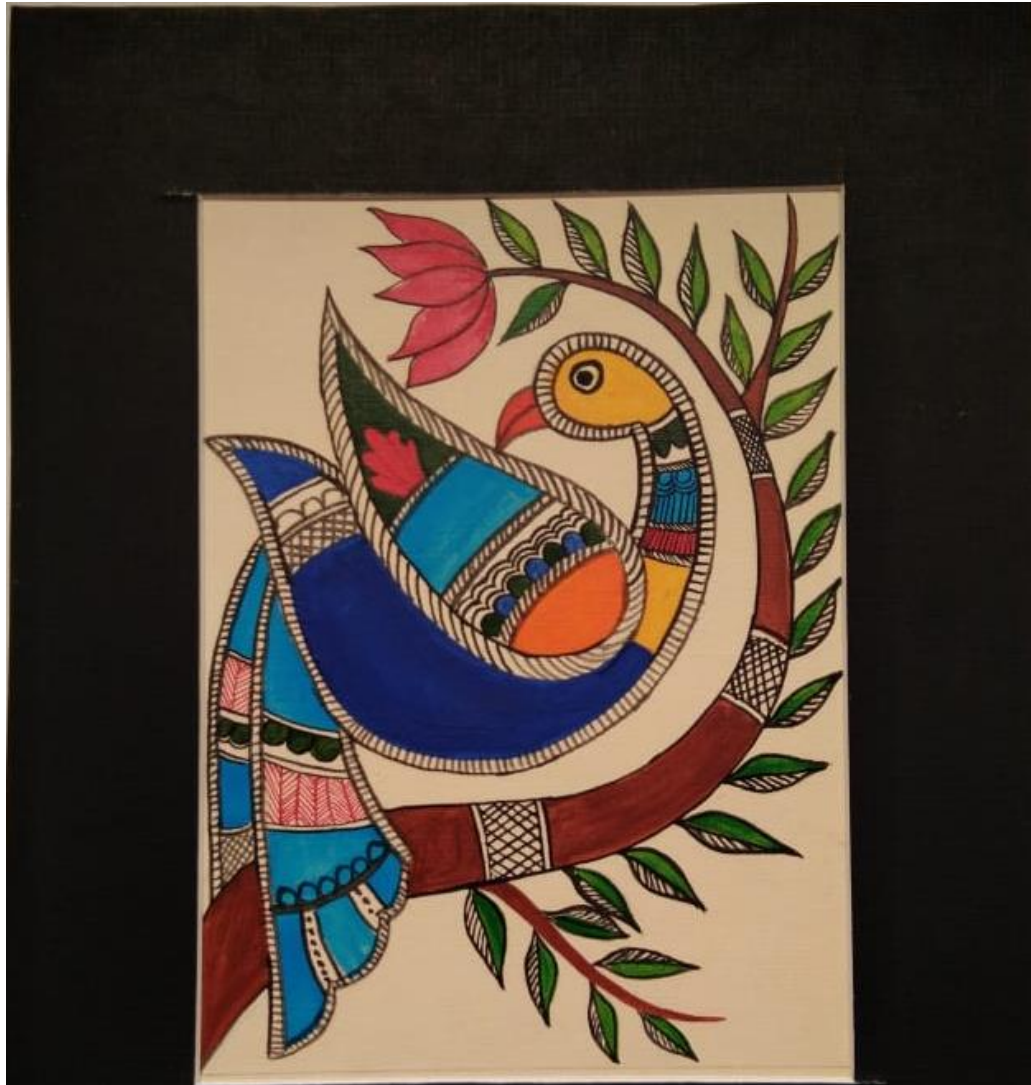
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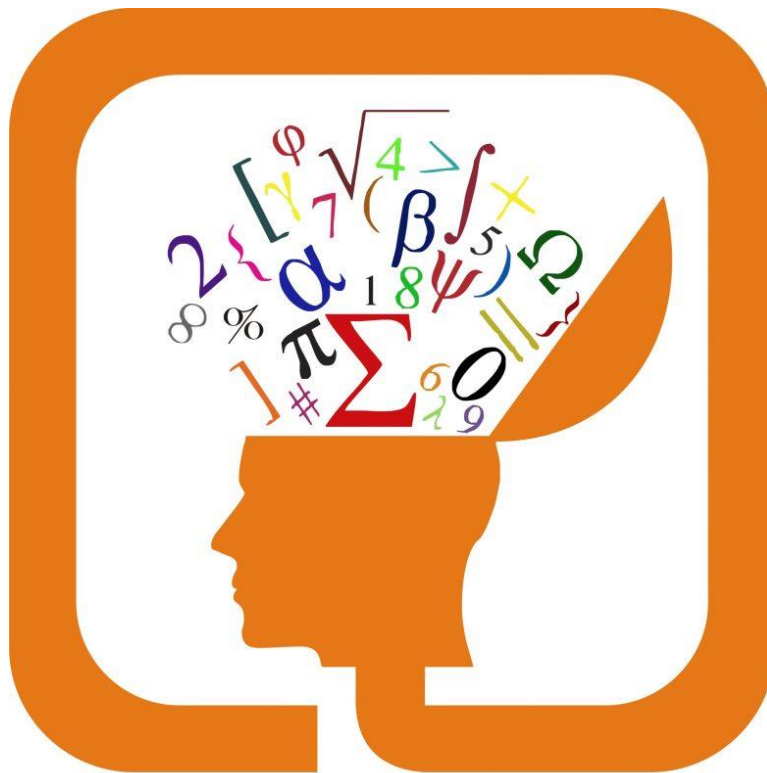


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Section 6

Vedic Maths





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Vedic Maths

- **What is Vedic Maths?**

- **Vedic Mathematics** is a collection of Techniques/Sutras to solve mathematical arithmetic in an easy and faster way. It consists of 16 Sutras (Formulae) and 13 sub-sutras (Sub Formulae) which can be used for problems involved in arithmetic, algebra, geometry, calculus, conics. Vedic Mathematics is a system of mathematics which was discovered by Indian mathematician **Jagadguru Shri Bharathi Krishna Tirthaji** in the period between A.D. 1911 and 1918 and published his findings in a Vedic Mathematics Book by Tirthaji Maharaj.
- Veda is a Sanskrit word which means 'knowledge'.
- Using regular mathematical steps, solving problems sometimes are complex and time consuming. But using Vedic Mathematics' General Techniques and Specific Techniques, numerical calculations can be done very fast.

• **Multiplication by 999:**

Intro: Using Vedic mathematics, we can multiply any given number with a series of nines. In other words, we can instantly multiply any number with 99, 999, 9999, 99999, etc. The technique is divided into three cases.

Here, we will be multiplying a given number with a lower number of nines.

$\begin{array}{r} -9 \ 9 \ 10 \\ \hline \mathbf{A.} \ 1 \ 2 \ 3 \ 4 \ 5 * 9 \ 9 \ 9 \\ + 0 \ 1 \\ \hline 1 \ 2 \ 3 \ 4 \ 5 \\ - \ 1 \ 3 \\ \hline 1 \ 2 \ 3 \ 3 \ 2 \ 6 \ 5 \ 5 \end{array}$	}	$\begin{array}{r} -9 \ 10 \\ \hline \mathbf{B.} \ 3 \ 2 \ 4 \ 1 * 9 \ 9 \\ + 0 \ 1 \\ \hline 3 \ 3 \ 4 \ 1 \\ - 3 \ 3 \\ \hline 3 \ 2 \ 0 \ 8 \ 5 \ 9 \end{array}$
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Practice examples:

- | | |
|------------------|------------------------|
| 1. 5 6 6 * 9 9 | 2. 7 8 9 6 4 2 * 9 9 9 |
| 3. 3 2 4 1 * 9 9 | 4. 0 6 3 * 9 9 9 |

• **Base multiplication:**

Intro: The Base Method of multiplication is a wonderful technique of Vedic Mathematics. The actual Sanskrit sutra to define this system is known as Nikhilam Navatashcaramam Dashatah. This method is named Base multiplication because in this system we use a certain number as a base. This base is usually a power of 10. They include numbers like 10, 100, 1000, 10000, etc

$\begin{array}{r} \mathbf{A.} \ 9 \ 9 \ 4 \ \longrightarrow (1000 - 6) \\ * 9 \ 9 \ 7 \ \longrightarrow (1000 - 3) \\ \hline (991)/(18) \\ \hline 9 \ 9 \ 1 \ 0 \ 1 \ 8 \end{array}$ <div style="background-color: black; color: white; padding: 5px; margin-top: 10px; display: inline-block;"> $994 - 3 = 991$ $6 * 3 = 18$ </div>	$\begin{array}{r} \mathbf{B.} \ 9 \ 9 \ 8 \ 0 \ \longrightarrow (1000 - 2) \\ * 9 \ 9 \ 9 \ 0 \ \longrightarrow (10000 - 10) \\ \hline (9970)/(20) \\ \hline 9 \ 9 \ 7 \ 0 \ 0 \ 2 \ 0 \ 0 \end{array}$ <div style="background-color: black; color: white; padding: 5px; margin-top: 10px; display: inline-block;"> $9980 - 10 = 9970$ $10 * 2 = 20$ </div>
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Practice examples:

5) $97 * 98$

6) $992 * 999$

7) $950 * 950$

8) $1200 * 1020$

• **Cube:**

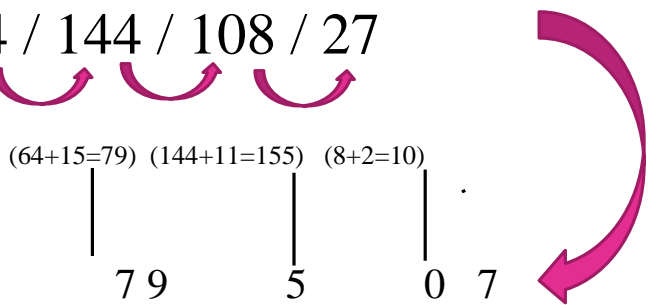
Intro: Cubing can be defined as multiplying a number by itself for 3 times. Thus 4 cube is $4 \times 4 \times 4$ which is 64. When we cube a number we have raised it to the power of 3. Cubing is important as it has lot of uses while dealing with algebraic equations and also while dealing with Three-dimensional figures in geometry.

Now Let us see how to find cubes of a 2 digit number of the form (ab) in the Vedic way:

A. $(43)^3$

$= 4^3 / 3 (4) (3) (4) / 3 (4) (3) (3) / 3^3$

$= 64 / 144 / 108 / 27$



$= 7950$

B. $(89)^3$

$$= 8^3 / 3 (8) (9) (8) / 3 (8) (9) (9) / 9^3$$

$$= 512 / 1728 / 1944 / 729$$

$$(512+192=704) (1728+201=1929) (1944+72=2016)$$

$$704 \quad 9 \quad 6 \quad 9$$

$$= 70496$$

Practice examples:

9. $(63)^3$

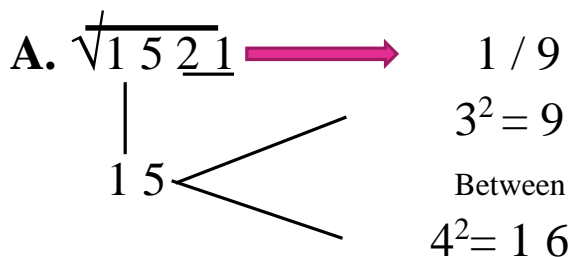
10. $(28)^3$

11. $(72)^3$

12. $(39)^3$

• **Square Root:**

Intro: Square root of a number can be thought as the value, which when multiplied with itself gives the number. The need for perfect square roots is felt while solving linear equations and quadratic equations. Solving square roots is also of quite use in geometry. Vedic mathematics provides a very simple and easy way of finding the roots but before jumping into the Vedic mathematical way of solving for square roots, it is essential to know all the squares of numbers starting from 1 to 3.

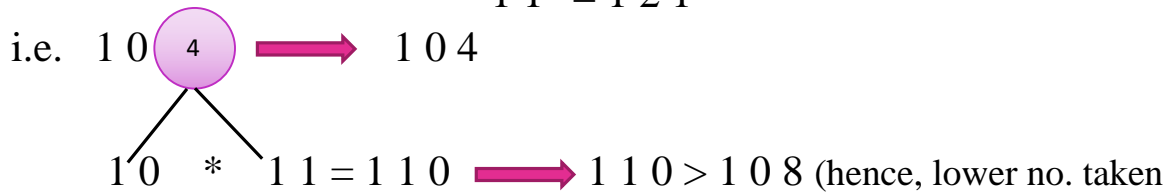
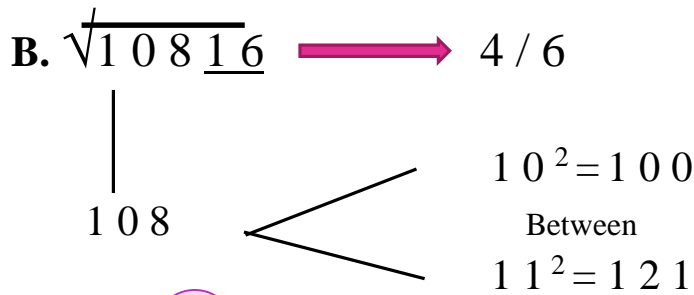
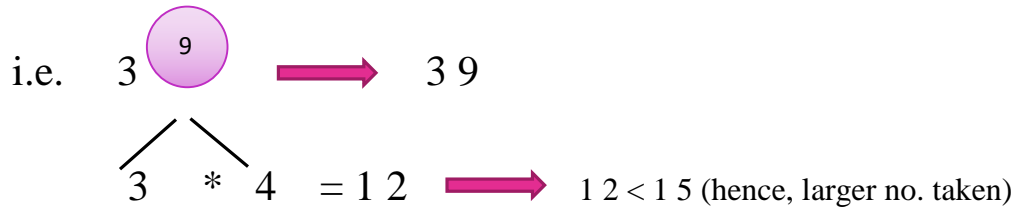
A. $\sqrt{1521}$ 

$1 / 9$

$3^2 = 9$

Between

$4^2 = 16$



Practice examples:

13. $\sqrt{6889}$

14. $\sqrt{5776}$

15). $\sqrt{7569}$

16). $\sqrt{3481}$

• **Subtraction :**

Intro: Subtraction in it's traditional form is fraught with carrying over again and again. This method can be simplified by using the vedic mathematical method in which we can convert the process of carrying over into adding 1 in the previous digit to be subtracted.

$$\begin{array}{r}
 \mathbf{A. 746} \\
 - 399 \\
 \hline
 \mathbf{347}
 \end{array}$$

+1 +1 -16

$$\begin{array}{r}
 \mathbf{B. 49732} \\
 - 15845 \\
 \hline
 \mathbf{33887}
 \end{array}$$

+1+1 +1 -12

Practice examples:

17) 93721 - 25839

18) 3852 - 2754

19) 5702 - 4999

20) 111111 - 99999

Solution of practice examples:

1) 56034	2) 788852358	3) 320859	4) 62937
5) 9506	6) 991008	7) 902500	8) 1224000
9) 250047	10) 21952	11) 373248	12) 59319
13) 83	14) 76	15) 87	16) 59
17) 67882	18) 1098	19) 703	20) 11112