

# FLAMES MAGAZINE

WHERE IDEAS IGNITE & STORIES SPARK CHANGE



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***FACULTY OF BUSINESS ADMINISTRATION (FOBA)***

***FLAMES***  
***An Annual Students' Magazine***  
***(2024-25)***

**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...*



It is with great pleasure and anticipation that I extend my warmest greetings to each and every one of you as we embark on another thrilling journey with *Flames*, our esteemed student magazine here at the Faculty of Business Administration, GLS University.

*Flames*, much like its namesake, ignites the spark of creativity, intellect, and passion within our vibrant community. With each edition, *Flames* captures the essence of our collective spirit, showcasing the diverse talents, perspectives, and accomplishments of our students. In this edition, we are including a new section which showcases the talent of our esteemed faculty members as well.

We are continually inspired by the dedication and ingenuity displayed by our students. *Flames* provides a platform for them to express themselves freely, to challenge conventions, and to celebrate the achievements that shape our academic landscape.

In the pages of *Flames*, you will find a veritable ensemble of narratives, insights, and discoveries that reflect the infectious dynamism of our students. From thought-provoking articles to captivating poems, this magazine encapsulates the essence of our academic journey and the richness of our shared experiences.

Let us embrace this opportunity to celebrate the diversity of thought and expression that defines our university community. As we embark on this new chapter together, may we continue to kindle the flames of curiosity, creativity, and collaboration that illuminate our path forward.

*Wishing you an enriching and enlightening journey through the pages of Flames.*

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## Activities

The Faculty of Business Administration is a vibrant and pulsating community. We organize various fun based and educational events for the holistic and experiential development of our students. A glimpse of the events that were organized during 2024-25 are:

### Orientation

The transition from school to college has never been easy. FOBA believes in bridging this gap through its Orientation programme which blended fun with learning. This year the programme spanned 10 days. The students were divided into 16 groups, which were named after cities. During these ten days, the students were introduced to the faculty members, the curriculum and to the clubs of the department. The event began with the Dean's welcome address to the students and ended with the Annual talk show Shatranj



### Samvaad



FOBA believes in creating an exchange of ideas and thoughts between the best minds from the academia and corporate and the post millennial generation of students. To this end, every year, FOBA organizes guest lecture series by eminent speakers, who comprised of an eclectic blend from the corporate and the academia. This year, the lecture series were organized from 27<sup>th</sup> June 2024 to 28<sup>th</sup> June 2024. The theme of this year was "Inspiring Leaders: Insights from Industry Titans". The speakers for the lecture series were Dr. Jignesh Vasavada, Mr. Sahil Shah, Founder, Hungrito, Mr. Khistij Singh, Mr. Biswajeet Padhi and Dr. Sonal Pandya.

### Shatranj

This annual talk show brings together the luminaires in the country and connects them with the youth of today. This year Shatranj was organized on 29<sup>th</sup> June 2024 under the theme : "Long India: The Geopolitics and Geoeconomics of Bharat's Rise". It was graced by Mr. Harsh Madhusudhan Gupta, an esteemed author and economist.



### Teachers Day

Teachers Day is celebrated every year on the 5<sup>th</sup> of September with great fervor and fun at FOBA.

## Anvesh

Anvesh is the celebration of the innate talents of the students. Every year, this flagship fest is organized to enable students explore their talents in a series of events. This year, this celebration of talent was organized for 3 days from 5th August to 7th August, 2024. The events were divided into 45 vibrant events and were conducted under the categories of Management, Literature, Fine Arts, Sports, and Culture. More than 750 students participated in the event.



## Creative Workshops



Creativity and innovation are the norm for success today. To foster creativity among our students, creative workshops in the areas of T Shirt Painting, Resin Art, Lippan Art, Mehendi, Tote Bag Painting, Nail Art, Clay modelling, Plant in Kulhad, Clay Mirror Décor, Chocolate Making and Personal Branding were conducted by experts in the field on 12<sup>th</sup> and 13<sup>th</sup> July 2024.

## National Colloquium On Gender and Equality

Women's Development Cell and Faculty of Business Administration GLS University organized a one day National Colloquium on the theme "Women and Cultural Diversity". It was held on 23<sup>rd</sup> December 2024. The key note speakers for the event were Megha Shah, Mrs. India 2024 and CA Shaina Shah.



## Fun Week

The days of education is not just about studies and acquiring knowledge through lectures and classroom deliberations. It's also about gaining experience through a hands on approach. The Fun Week event organized by FOBA aims to address this aspect of learning. The events during the Fun Week are ideated, organized and conducted by the students of Faculty of Business Administration. This year the Fun week was organized from 26<sup>th</sup> December 2024 to 30<sup>th</sup> December 2024. Each day of the event was a delight to the students. The events began with the celebration of Sports Day, which was followed by the Annual Day, Housie and celebration of days such as Bollywood Day and Traditional Day.



## HR Symposium

A One day HR Symposium was organized by FOBA, GLS University on December 14 2024 under the theme "Shaping Your Future: Trends & Insights,". The event was graced by Dr. Anil Khandelwal former CMD of Bank of Baroda and author and Mr. Amit Karandikar,

General Manager and Head – Human Resources for Netafilm India. A lively panel discussion featuring industry leaders like Ms. Nidhi Sharma (HR Expert), Mr. Mayur Patel (CEO, Proflex), Mr. Hemang Desai (CHRO, Ishan Technologies), Mr. Pawan Alamchandani (CHRO, Prompt Group), and Mr. Sushil Tripathi (VP HR, PSP Projects) was conducted. The event also featured competitions titled Recruitment Battle, Talent Scout, and Anubhooti, attracting enthusiastic participation from across the state.

### Eco Fest

A symposium titled Ecofest 2024 was held on 26<sup>th</sup> July 2024 by Faculty of Business Administration (FOBA), GLS University. The event was graced by Mr. Abhijeet Mitra, an eminent defense economist. The fest included four main events: Comm-Econ, Virtual City, I Am- IAS, and Jeopardy. Each event was meticulously planned and executed, offering participants a comprehensive learning experience.



### GLS FOBA MUN



GLS University FOBA hosted the FOBAxMUN Maiden Edition during 27<sup>th</sup> and 28<sup>th</sup> July 2024. FOBAxMUN welcomed participants from over 30+ Institutes across the state of Gujarat including Zydus Godhavi School, Army Public School, Adani International, Firdaus Amrut International School, Seventh-day School, Udgam School, Kendriya Vidyalaya, Safal Vidyalaya, Maharaja Agrasen, Anand Niketan, M.B. Patel School, New LDR international school, Apollo international school, Institute of Law Nirma University (ILNU), St. Xavier's College, Faculty Of Law GLS University, Faculty of Business Administration GLS University, Institute of Advanced Research, Indus University, ICAI, LJ Institute of Media and Communication, Lokmanya College of Commerce, Amity University, Reva

University, Silver Oak University, Pandit Deendayal Energy University (PDEU), Ganpat University and many more.

### Brand Blast Bazaar

A marketing event titled Brand Blast Bazaar was organized from 7<sup>th</sup> February 2025 to 11<sup>th</sup> February 2025. The events organized under the aegis of the event were Idea Fusion – A Marketing & Selling Competition, Razzmatazzing: Ad Mad, Poster Making Competition and an Open Book Quiz.



## IMAGE

IMAGE 24 is a national level annual management fest organised by the Faculty of Business Administration. This year, the event was held on the 2<sup>nd</sup> and 3<sup>rd</sup> of February, 2025. The theme for this year's event was Beyond Algorithms: Humanizing Management and Strategy. We were honored to have the renewed author Mr. Hindol Sengupta. We hosted 6 events covering multiple aspects of management: Financially Forward: Finance Commercial Chaos: Marketing Inventopreneur: Business Planning Moneyball: Sports Management and Crises Management HR360: HR and The Leading Edge: Leadership. All the participants in the above events were from different prestigious institutions of IIM-A/B/C, IIM Rohtak, MICA, NMIMS, IIT, SRCC, Christ University, etc. across India with participation from over 1800 participants.



## Accolades

The ever enthusiastic student community at FOBA leave no stone unturned, when it comes to participation and winning in events that take place in intercollege events which are conducted at colleges and universities, both in and around Ahmedabad and Gujarat. The singular motto of our students is: we participate to win. In 2024-25, the illustrious accolades won by our students are:

### I M Nanavati Sports Meet 2024

GLS University organizes its flagship sports mega event: I M Nanavati Sports Meet every year. This year, **FOBA emerged as champions in four categories:** Basketball Girls, Football Boys, Chess, Badminton Girls (Singles), and Athletics (100 mts).

FOBA secured **runner-up positions** in Athletics (100 mts) Cricket Boys, Table Tennis (Singles), Basketball Boys, and 400 meters relay.

It is our pride to state that the Faculty of Business Administration secured a remarkable **2<sup>nd</sup> position** amongst all participating departments of the University.

### Explorer 2023

Explorer 2024 - A National Level Business Conclave was organised by Faculty of Commerce, GLS University, Ahmedabad on 1<sup>st</sup> and 2<sup>nd</sup> October 2024.

Students from Faculty of Business Administration participated and



**Jashika Verliani** and **Aditi Sinha** from TY Regular won **second prize** in **Marketing Maestro** and **Heer Joshi** from **TY Regular** won **fifth prize** in **Right to Debate**.

### GLS ODD International Design Competition



**Rushil Shah** from FY Hons. Sem II has Secured **Second Position** in Poster Competition under the Amateur category at the **ODD International Design Competition** organised by GLS Institute of Design on 12/01/2025.

### GLS FOC MUN 3.0

Students of Faculty of Business Administration participated at GLS FOC MUN 3.0 which was organized from 1<sup>st</sup> to 3<sup>rd</sup> February 2025:

Our students participated and won the following prizes:

**Nancy Dhaduk** from TY Regular. Sem VI received the **First Prize** in **Best Campus Ambassador**.

**Ramani Neel** from SY Regular. Sem IV has Secured **First Position** in the **International Press Committee**

**Mehta Vansh** from FY Regular Sem II has secured **Third Position** in **ECOSOC Committee**

**Uzma Kadri** from TY Regular Sem VI has secured **Third Position** in **ECOSOC Committee**



### Fantasy Fusion- A Costume Competition



**Kachhavaha Bhavyarajsinh Mayurdhvajsinh** from FY Hons. Sem II has secured **Third Prize** in “Fantasy Fusion- A Costume Competition” organised by Faculty of Performing Arts, GLS University on 7<sup>th</sup> January 2025.

## Youth Festival

The students of Faculty of Business Administration participated in the intercollege Youth Festival. Our students won the **second prize** in **Classical Vocal Solo** and **Poetry recitation** and **third prize** in **Fashion Show, Band performance, group singing, Indian Folk Dance, Reel making** and **On the spot painting**

Apart from intercollege events, our students make our department proud by marking their presence and securing victories in colleges and universities in Ahmedabad and in Gujarat. The major accolades secured by FOBA Students are:

### Seth Haridas Acharatlal Elocution Competition

**Vajra Dagur** (SY Hons Sem 4) has secured the **First position** in the Seth Haridas Acharatlal Elocution Competition organized by H.A. Commerce College, Ahmedabad on 17<sup>th</sup> December 2024.



### HLCC MUN



Students of Faculty of Business Administration, GLS University showcased their talent at HLCC MUN organised by H L College of Commerce which was held from 2<sup>nd</sup> August 2024 to 4<sup>th</sup> August 2024 in HLCC campus. **Heer Joshi** and **Mariya Bharmal** from TY- D Regular won the **first prize** in HLCC MUN.

### Ekoching MUN

**Heer Joshi** from Faculty of Business Administration, GLS University won **Third Prize** in Ekoching MUN conducted at Karnavati University from 5<sup>th</sup> July 2024 to 7<sup>th</sup> July 2024. She was one of the representatives of **UNHRC Committee** at Ekoching MUN.



### Atharav Ranbhoomi IIM Indore 2024

Students of Faculty of Business Administration, GLS University showcased their talent at IIM Indore's Flagship event *Atharav Ranbhoomi*, Cultural, Management and sports competition. The event was organized from 8<sup>th</sup> November to 10<sup>th</sup> November 2024. Our students secured the following positions:



**Diya Joshi** got the **Second Prize** in Euphony (Singing)

**Devanshi Kabra** secured the **Third Prize** in Bailar (Dance)

**Varun Fithani, Meet Nayak, Mayuresh Thawani, Isha Dhandukiya** won the **Fourth Prize** in E Conjecture (Economics Event)

**Mantra Shah** won the **Fourth Prize** in Euphony (Singing)

### The Monsoon Pickleball Championship 2024 U18 Mix Doubles Open category

**Anshi Sheth** from FY-A BBA Honours won **Bronze medal** in U18 Mix Doubles Open category with her game partner **Parshva Shah** at **The Monsoon Pickleball Championship 2024 in Mumbai**. This five day mega event was held during 21<sup>st</sup> August 2024 to 25<sup>th</sup> August 2024.

Other major individual achievements of Anshi Seth are as:

Represented India at the Pickleball World Cup 2024, hosted in Lima, Peru, more than 35+ countries participated in this tournament. **1 of the total 8 players who represented India.**

**5th Gujarat State Ranking Tournament:** Women's Doubles Open- **Gold** and Mixed Doubles Open- **Silver**

**Khar Gymkhana Pickleball League S5:** Team event- **Silver**

**The Kitchen Class Tournament:** Mixed Doubles Open- **Bronze**

**Ahmedabad Open 1.0 Tournament:** Women's Doubles- **Gold** and Mixed Doubles Open- **Bronze**

**Vadodara Open Tournament:** Mix Doubles- **Gold** and Women's Doubles-**Gold**

**4th IPA Nationals Tournament:** Women's Open Team Event- **Gold** . Represented Gujarat State.

**Indian Open 2.0:** Mixed Doubles- **Silver**

**Go Dink, Go Dash Tournament:** Mixed Doubles Open- **Gold**

**South Gujarat Tournament, Surat Edition:** Women's Open Singles- **Bronze** and Mixed Doubles Open- **Silver**



## SIRAAJ



Students of Faculty of Business Administration participated at SIRAAJ organized by S.K. Patel Institute of Management and Computer Studies during 13<sup>th</sup> and 14<sup>th</sup> February 2025.

**Allen Johnson Purty Devanshi Kabra Diya Baviskar Heer Joshi Smit Shah and Maharshi Tanna** received the **First Prize in Western Group Dance Competition**

**Merlin Robin, Diya Ranka, Dvita Shah, Allen Johnson Purty, Meet Soni, Bhavyarajsinh Kachhavaha, Neelay Thumar, Athira Nagarajan and Mayuri Varlani** received the **Second Prize in Fashion Show**

## COGNIZANCE 2025

Students of Faculty of Business Administration participated at COGNIZANCE 2025 by St. Xavier's college, Ahmedabad. The event was organized on 28<sup>th</sup> February 2025 and 1<sup>st</sup> March 2025

**Meet Dhamecha, Yash Mavani and Rahul Chotai** received the **First Prize in Trick or Trade Competition**

**Darshan Vaja, Dhvani Sheth, Rudraduttsinh Rathod and Mahavirsinh Vaghela** received the **Second Prize in If you know you know.**



## Perspective Richter 10

Students of Faculty of Business Administration participated at Perspective Richter 10 organized by Nirma University during 7<sup>th</sup> March 2025 to 9<sup>th</sup> March 2025. Following are the achievements:

**Kinjay Rokad, Harshvi Acharya, Anand Sagar and Nancy Dhaduk** received the **First Prize in Rasparva (HR Event)**

**Krishna Bhatt, Saumya Shah, Varun Fithani and Dhriti shah** received the **First Prize in Event Excavate (IT, Quiz and Games) Competition**

**Megh Thekdi, Twinkle Mendpara, Meet Nayak and Chitralkha Mehta** received the **First Prize in Valor (Women Empowerment and Family Feud type competition)**

**Megh Thekdi, Meet Nayak, Chitrlekha Mehta , Twinkle Mendpara and Krishna Bhatt** received the **First Prize in Enthuse (Mgmt. Game) Competition**

**Megh Thekdi, Saumya Shah and Krishna Bhatt** received the **First Prize in Magnitude (Stock Market Trading) Competition**

**Khyati Milak, Mayuresh Thawani and Jhanvi soni** received the **First Prize in Lynx (Marketing - Poster Making) Competition**

**Kumkum Sinha, Hitarth Thakar and Dhruv Tinani** received the **Second Prize in Bizmeme (Meme Marketing) Competition**

**Harshita Dhanak, Prachi Thakkar, Purva Deliwala and Sahil Kamdar** received the **Second Prize in Mark ENova (Ad Making) Competition**



**Megh Thekdi, Meet Nayak, Chitrlekha Mehta and Twinkle Mendpara** received the **Second Prize in Escape Room (Mystery Game + Crime Scene) Competition**

**Vedant Gupta, Allen Johnson, Bhavyarajsinh, Smit shah, Diya Baviskar, Anica thakur ,Jenny and Nyasa Goswami** received the **Second Prize in Footloose (Western Dance) Competition**

### [Poetry Publication in Gujarat Sahitya Akademi](#)

As its name beautifully suggests, "પાલિકાવાડી ગઝલો" (The Courtyard of Ghazals) is a captivating collection of ghazals that brings together the soulful expressions of various poets. Launched in August 2024, this remarkable book is written in Gujarati and published by the prestigious Gujarat Sahitya Academy.

The project came to life with the guidance and support of renowned Gujarati poets Raish Maniar and Hiten Anandpara, both celebrated figures in the world of contemporary Gujarati literature.

We take immense pride in sharing that **Mahiman Panchal**, a student of Division D, FY BBA (Hons.), has had his poetries featured in this publication. He holds the distinction of being the youngest poet among his contemporaries, making this achievement even more commendable.

## Section 1: Poems



## The Fallen Hope

A Lone soul  
Shouting in darkness  
Weeping in silence and  
Smiling in voice  
Not know where to go  
Not know where to stay  
The shadow in dark  
A lost child  
Waiting for shine  
That day never came  
That night never went  
A lone hope  
A broken dream  
Where darkness is  
Happiness  
And silence is  
Sweet.....



**Rajvi Pandey**  
FY (Hons)

## Overthinking

My thoughts  
They hurt me  
Blame me  
Make it hard for me  
To understand or to explain

Ahhhh ! Its too much for me  
To handle and to breath  
I did wrong that much to forgive me  
But it made me worse to be  
Alive or dead  
What am i  
Not even know to me  
Its too much for me though  
I never want it to be  
Win or lose  
Who me aur he  
I don't know that  
But to be free  
I need to be  
Win from them  
But i never as i too weak  
To stand in front of him  
I saw what he did to me  
But still I was silent  
As I was already the one who  
Let it win ...



**Rajvi Pandey**  
FY (Hons)

## A Table for two: Past and Present

I met myself from five years ago for coffee, today.  
She was more excited than I was, dressed better too.  
She was just as confused as I was about what to order.  
She asked how I was?  
I told her, better than I've ever been.  
I told her to hug people more often.  
She asked about adult life,  
I told her it was like that pile of books  
she once stacked absentmindedly,  
only to later regret organizing her bookshelf.

She asked if I still cried as often?  
I told her, no—we learned to hide our emotions.  
She asked if we still loved the same guy?  
I said no, but we've learned to love ourselves  
and our parents more.  
She asked why I didn't ask as many questions anymore?  
I smiled and said to her, because now I have a million of my own to answer.  
Then, finally, she asked, are you proud of me?  
I smiled, More than anyone.  
She sighed in relief, I don't know what made me become you,

but I'm proud and excited to be shaped into you.  
I paid the bill. She said, I wish to meet you again.  
I told her, you will—but I won't be me anymore.  
She looked at me, confused.  
I explained, you'll meet the person  
you and I both wish to become.  
She smiled, You are already  
the person I wish to be.  
And now, I wonder—how much will change in the next five years?  
Will she still be as proud of me as she is today?  
More? Or less?



**Dhruhi Gandhi**  
**SY (Regular)**

## Give and Forgive

Give, give and forgive,  
Don't give up to forgive.  
For, forgiveness is a kind act,  
That keeps your relationship intact.  
It releases your tension and tension and stress,

Helps you to grow and refresh.  
Human beings are full of mistakes,  
Here there everywhere a mistake.  
So, forgive the mistake and walk ahead,  
Forget the past, renovate it and move ahead.  
Let's remember the good and forget the bad,  
For, Remembering bad spoils the head.  
Make sure to forgive everyone at every step,  
Before entering your doorstep.

So.....

Be courageous to forgive,  
Be kind to forgive,  
Be generous to forgive,  
Be patient to forgive.

As.....

Courage makes you strong,  
Kindness makes you considerate.  
Generosity makes you loving,  
Patience makes you stable.



**Tamanna Chandani**  
FY (Hons)

## Nemesis

The skin I'm wearing,  
makes me do things,  
some very benevolent,  
some brutal sins.

Haven't I witnessed inquietude before,  
haven't I witnessed darkness,

was I so naive enough,  
became unaware of her presence?

Nemesis, they call her,  
she awakens in silence,  
neither creates any sound,  
nor seemingly violence.

Nascent are those who fall in her trap,  
scourge she creates by getting her pray enwrap.

She made me do things I'm called sinful for,  
it was her dominance over me,  
that led my conscience fall.

To eradicate her existence as I stepped ahead,  
a voice echoed within me,  
left me completely dread.

She is ubiquitous, she is free,  
remember that she resides,  
within you and me.



**Srithi Sinha**  
SY (Hons)

## खुदा से एक सवाल

एक बार क्या हुआ मेने खुदा से कहा की,  
"में इतना बुरा दिखता हूँ  
तो फिर तूने मुझे बनाया ही क्यों?"

जो शख्स मेरा नहीं हो सकता उसे तूने मुझे मिलवाया ही क्यों?  
और मालूम था तुझे कि हर कोई मेरा दिल दुखायेगा  
जिसे में चाहूंगा वो मेरी नजरों से दूर चला जाएगा!"  
तो खुदा कहता है,  
"कि मेरा कोई इरादा नहीं था तेरा दिल दुखने का,  
जिस शख्स को तू पाने की बात कर रहा है  
वो शख्स ही बेवफा है  
कुछ फायदा नहीं उसे मिलवाने का!"  
तो मेने कहा,  
"बात शकल की भी तो है!"  
तो खुदा कहता है,  
"कि तुझे मेने अपने हाथों से बनाया है,  
तेरी आँखों में एक राज़ छुपाया है  
कोई देखता ही नहीं आँखों में  
कोए शख्स तो देख जाए  
और जो देख ले एक  
तो फिर वो पूरी दुनिया ही भूल जाए



Patel Divya  
FY (Hons)

## इंतेजार

तेरे इंतेजार में हमने गुजारी वो राते  
याद आते तो बस उनकी वह आखिरी निगाहें।  
हम मरते हुए जी रहे उसके प्यार में,  
लेकिन वो अनजान है हमारे इस बेकरारी से।

मिला जब मुझे, पहली नजर में प्यार हो गया  
नजरो से नजरे चुराने लगा,  
तब मेरा दिल.... ए पराया हो गया

कुछ बाते है जो उसे कहनी है,  
मगर कभी कह नहीं पाते वो उसकी गलत फेमी है।

इंतेजार रहेगा उसका,  
कभी आ जाएगा दिल, उसकी मुस्कुराते लेकर  
इंतेजार रहेगा...सिर्फ इंतेजार  
थोड़ा और इंतेजार... इंतेजार



**Vidhi Raval**  
**FY (Hons)**

## बचपन

यूहीं हर बात पे हसने का बहाना याद आए,  
फिर वो मासूम सा बचपन याद आए।  
छोटे थे तब सोचते थे बाड़े कब होंगे?  
अब बड़े होके जा रहे हैं,  
तब सोचते हैं छोटे क्यों नहीं रहे?

याद होकर भी कुछ याद नहीं,  
आज है वो यार, कल का पाता नहीं।

जानते तो नहीं थे मगर,  
अनजाने में जानने लगे ये जान कर  
याद आएगी ये सारी बातें याद कर – कर के  
यही जन के खुश थे... कब जाएंगे बाड़े बन के..

आज आ गया ये दिन जान कर,  
खामोश है ये मान कर!

जिन्दगी है यार, ये जान ले!  
ये एक पाल है यार, इसे मना ले।  
मानना आता नहीं, रूठे यारो को,  
आज दिन है, यारो को माना ले।

इतना भी न बना बाड़े की  
छोटे से भी झुकना पड़े...  
इतना आगे बढ़कर क्या करोगे?  
खेल में अकेले जीत कर क्या जीतो गए?

जी ले जिंदगी ए मुसाफिरो..  
अभी आगे लिखी हमारी नई कसौटी।



**Vidhi Raval**  
FY (Hons)

## નઝમ- સૌમ્યતાથી

યુગોથી ઉભો છું આ રસ્તા ઉપર હું  
પ્રતીક્ષા કરું છું કે કોઈ તો આવે!  
પરંતુ હંમેશા નિરાશા મળે છે.  
હકીકતમાં કોઈ નથી મળતું રસ્તે.

હરણમાં કે વનમાં જગતના નિયમમાં,  
અજંતાની મુરતમાં સ્થાપત્યમાં પણ,  
બધે યાદ મારી તરફ તાકી બેસી રહે છે.  
પડે છે તૂટે છે ઉભી થાય છે ને ફરીથી તૂટે છે.

ન પડઘો ન પડદો ન પર્વત ન ખીણો  
ન ઝરણું ન વાદળ ન આગળ ન પાછળ  
ન ફૂલો ન માટી ન ચાંદો ન તારા  
ન આંસુ ન સૂરજ ન દિવસો ન રાતો

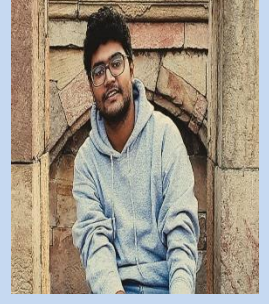
તમારા મગજમાં વિચારો સતત છે.  
વિચારોને અટકાવવા માટે માથું -  
પછાડો પછાડો પછાડો પરંતુ,  
ફક્ત લોહી નીકળે, ન નીકળે વિચારો.  
આ હિંસક વિચારોથી અમને બચાવો.

જે પામ્યું એ સઘળું તો સામાન્ય થઈ ગ્યું,  
મને વાસ્તવિકતાથી કોઈ મળાવો.  
મને બીક લાગે છે તડકાથી શાને?  
મને ઓરડામાંથી બાહર ન લાવો.

જુઓ આ નયનમાં, છે ખાલી ને ઉજ્જડ!  
નથી મૂલ્ય મારાં વિચારોનું કોઈ.  
શું મેં મારાં વ્યક્તિત્વને ઓછું આંક્યું?  
નથી યેન પડતું મને કેમ આજે?

મેં આકાશમાં જોયું વાદળની પાછળ  
કિરણ એક મારી દિશામાં વધે છે.  
મને સૌમ્યતાથી એ સ્પર્શે છે એવું  
કે હું ઓગળી જાઉં છું એની અંદર.

હવે કોઈ ચિંતા નથી મારી પાસે,  
હવે કોઈ ઉત્સાહ પણ ક્યાં બચ્યો છે?  
જે મારું હતું એ કિરણ એક લઈ ગઈ.  
શરીર પણ હવે તો નથી મારી પાસે.



**Mahiman Panchal**  
FY (Hons)

## बेटी

वो कली , वो किरण, वो एक उम्मीद सी है  
उस घर की वो एक परी सी है...  
खिलती बागो मे , वो फूल सी है  
आसमां मे चमकती एक नूर सी है  
उस घर की वो एक हूर सी है।

नन्हीं सी जान बाबा की शान सी है  
उनके सपनों को पूरा करने की आस सी है

एक अनलिखी किताब खाली सी है  
भरनी चार पन्नों से माँ की ज़िम्मेदारी सी है  
उस घर की चार दिनों की वो मेहमान सी है।

बाबा की आँखों का सुकून है वो  
चाँद सितारों से भी अलग नूर है वो  
मुस्कुराहट उसकी जान सी लेती है  
पूरे घर में खुशियों की बाहार सी लती है।  
कैसे देखे ही देखते बडी हो गई है वो  
बाबा की छोटी सी जान...  
अपने घर को छोड़ अब बिदा हो गई है वो।



**Rajani Prajapati**  
**SY (Hons)**

## She

She is the one who made me a little gentle  
She is the one who made me a little a polite  
She is the reason why I am trying to improve myself  
She is someone whom I can trust  
She is someone to whom I can share my problems  
without fear of being judged

She is the reason for building a good character  
It is because of her I am being kind  
It is because of her I am being calm

It is because of her I am being humble  
She is the reason I stopped abusing  
It is because of her I never smoked  
It is because of her I never touch drinks  
It is because of her I have ethics  
She corrects me when I am wrong  
She will slap me on my mistake but won't leave me  
She is light of my eyes  
She is glow of my face  
She is the reason of my progress  
In the world full of girls like this that,

I can proudly say girls like do exist  
I hate myself when I raise voice against her  
She is someone who loves me unconditionally  
She is not selfish  
She is pure soul

She is a well character person  
You will have a question in mind,  
She can be your Mother  
She can be your Sister  
She can be your Girlfriend  
She can be your Female friend  
She is someone to whom I can dedicate  
"शीलं परम भूषणम्"



**Krish Akhni**  
**FY (Hons)**

## Throw and Catch

Rushda Mirza  
TY (Hons)

As infants, we were taught to reach,  
To grab the bright, the shiny, the sweet,  
Our hands stretched wide, a simple plea,  
To seize the world so carelessly.  
As toddlers, we were taught to throw,  
To send things flying, far and low,  
With mighty force, we aimed with pride,  
Unaware of what we left behind.  
The art of throwing, fierce and fast,  
A skill we mastered, bound to last,

But catching? That was not for me,  
I fled from what was meant to be.  
A ball, a life, both came my way,  
But I ran, afraid to stay,  
Always dodging, always wild,  
The art of catching, lost to the child.  
We learned to throw, not to embrace,  
To push away, not face the space,  
And in this flight, this fear, this race,  
Lies the root of acceptance, misplaced.  
For in our youth, so pure, so wide,  
We held, we caught, we walked inside,  
Now we throw, and run, and hide—  
A world of walls we've built inside.

## Broken Page

It took me back to the time  
I told you my sorrows  
I hoped you'd understand  
Somewhere I thought you did  
It all feels miserable  
Yet I feel nothing at all  
It all ended for good I say  
  
But I miss you, I'm sorry  
I made a fool out of me  
To be with you  
At the end I was nothing  
But a broken page to your book  
I'm just a stupid little girl  
Who seeks nothing but attention?  
Just a thirst for being better  
Just so you will like me  
Its all in vain because  
I'm just a broken page of your book



**Niharikha Joshi**  
FY (Regular)

### The last bell

I remember that day I cried  
Looking at her and the way she lied  
'It's going to fun and I'll be back soon'  
That day she wasn't there to  
Feed me with a spoon

When my mother left me there for so long  
Those few hours I had to be strong  
12 years ago, weeping like a fool  
For the first time I went to School

Not knowing what's coming in my future  
Wanted to leave and enjoy nature  
Thinking 'one day I'll leave this place! '  
But never thought I'll miss these days

The ground became my favorite place to roam  
Those corridors and halls became my home  
We are leaving this home as time passes  
That we won't be here to bunk those Classes

I took photos as vials of remembrance  
Each of which narrates an interesting incident  
12 years ago, I was a part of this  
Where classes were amusing pits

But that too ceases now  
I guess this is the trend  
Yet I will say this all day  
It's a blissful end

I don't know if our bonds will last  
And everything that happened way to fast  
Now an extra word makes me cry  
Let's just accept it and say goodbye!



Deepa Sharma  
TY (Hons)

## Section 2: Articles



## A girl named P: A Memoir

During my initial days of the college I was quite famous in class as I was sitting in the last bench and used to give answers more than the front benchers did. I first saw the girl named P during my first year of college. She was sitting behind me with her friend. We didn't talk at that time. We just made eye contact and things went like that we never talked as I was an introvert. This went for a semester. After that the second semester began.



**Nair Hari  
TY (Regular)**

We needed to pick one elective subject. At that time, we both took the same elective of course; it was a coincidence. A few days passed and we had started getting elective subjects lectures. The timing was 3:35 pm -5:30 pm.

The students who took the elective were decent, but among them who attended weren't in a large number. I was familiar with students who were in my class and the rest of them were strangers to me. During one of the elective subject lectures, there were no familiar student except the girl named P. So instead of sitting beside any 'stranger' students. I asked her permission to sit with her. She replied positively and I sat. On that day I talked for the first time with her. We shared the numbers and we only communicated college related stuff.

One day I needed to meet my dad at the station and I needed to use the bus and I had no idea of the bus routes and which one to take. That day an elective subject lecture was scheduled as per the timetable. The girl named P was also present at that time. I talked about the problem and coincidentally she needed to take the same route. So after the class ended we walked together to the bus station. During that time the bus was full. We took the bus and she made sure that I climbed the bus. I was standing far from her. We needed to change the bus and she called me before 2 stations that we needed to change after these 2 stations passed.

When we reached that bus station she looked at me and she was relieved that I exited the bus. The next bus was after 5 minutes and the station was just after this bus stop. I thought to walk and go but she scolded me and I took the bus. From this scenario or incident I had learned so many things about her. She was so kind, generous, and responsible and there are much more I can go on telling about her qualities. My respect for her has gotten so high. I was feeling so much comfortable around her. The things went on normally and we became quite good friends.

Then came semester 3 and during our specialization selection, we both took different specializations and we were allocated different classes according to the specialization. Our interaction became less, but we used to meet during the elective lectures as the elective we chose couldn't be changed for three semesters and it was only that specific elective that we could meet each other. I thought I could interact with her and develop the friendship bond between us, but she didn't used to come much in the class. I asked her, but she never gave clear answers. This went on the whole semester and our interaction became almost nil.

Then at the start of the fourth semester, I saw her status that she had left the city. I was at that time happy and sad. But the things changed as we started to talk more than we did before. We used to talk almost every day about each thing. At that time as it is commonly said "You know the importance of a thing when they are not with you."

I started to know the importance of her. I slowly started to develop emotions and feelings for her. After a short time I became more attached to her emotionally which I never had been to anyone. I

started to trust her the most and I used to talk about the daily things and she too told about her day and her college life there. We learned new things together by helping each other out for the projects and assignments. We used to discuss about various deities in our Hindu cultures since both of us were devout as well.

Even though we became best friends till now we didn't believe in today's generation concept of girlfriend and boyfriend or friend with benefits concept. That's what make us different from other friends. She used to be there to be my motivation whenever I felt low. She used to tell me that I can do it and I shouldn't be worried of the future. She was the one girl till now whom I found to be supporting me unconditionally. That's what make her special from others. It is the reason why I wanted this friendship bond to grow forever no matter how old we become or how busy we become in our life.

As we know the things changes as the time passes. She started to become busy. The replies to the messages were becoming late. I started to think that she needed some personal time and space. It was hard for me for not talking to her for a single day, but I stopped it. We then used to talk sometimes even after a month. Whenever we started to talk again it becomes the happiest moment but it don't last for many days. This was the time period when I started to write short stories and poetry.

The theme was of love so everyone thought I had fallen in love and I introduced fictional characters which I mentioned ,but people started to think its a real character. I went on writing and mostly the poetry was on admiring the beauty of the fictional character.

One fine day I again wrote the poetry but I thought there is some mistake in the line of the poetry and I was confused so I told P to read and tell me if it is correct or any changes is required. She told it is correct and asked me for whom I have written it. I replied jokingly that I have written it for her. But she didn't took it as a joke. Obviously any other person in her place too won't take it as joke. She told me that she didn't like these things and she will not talk to me frankly. Then, I needed to clarify that it was just a joke as the character was fictional. After that day, we again started talking for a few days and I ended the story of my fictional character.

This was the time when Valentine's week was going on. Everyone told me to stay strong as they thought I had a breakup. Even my best friend P thought the same thing. Then came the Valentine's Day. It is the day where many heart comes closer, but the things were different for me as when I woke up in the morning I saw that I sent a reel before I slept and she replied at that morning and she blocked me from Instagram. I didn't know what had happened I couldn't even believe it. It took me a few hours to understand that it is not any technical glitch, but she had actually blocked me. It's totally her choice and being her best friend, it's my duty to accept whatever she does. I was sad but I respected her decision. I don't know when can I talk to her again, but I will be always thankful for her being my best friend. I hope someday she reads this story with the cup of coffee, and we go for a long walk and have a long conversation of each other's life as she will always be my best friend.

Before I end, I wanted readers to know that I used letter P here as I named the fictional character on it. So I used to describe my emotions, feelings, etc. using letter P. The P in this story is real and different one from the fictional character.

## A Wonderful Experience to Be Part of College Events

College life is a time when a person has many dreams about what to do, where, how, and exactly when to do it. It's a life full of enjoyment, excitement, and joy, with shining dreams in the eyes and a hopeful spirit that thrives in college.

The best part is the college events, where fun, excitement, creativity, learning, and appreciation abound. We enjoyed many events here in FOBA, with the greatest opportunities to be part of events like Anvesh, Ecofest, Marketing Event (B3 events), and Image.

We learned many things along with fun, such as management skills, activeness, teamwork, and organizing multiple tasks simultaneously. In events, many things take place from planning to implementation. We learned how to manage things, people, and, of course, work. We made new friends, learned the value of effort, and made decisions. Everyone, from students to faculty, were engaged in work, and their dedication made the events more amazing.

Being part of an event involves taking responsibilities and making our imagination come true. One can gain confidence, show ethics, and develop the ability to be more creative and well-rounded. The events are conducted in such a great manner, with dance performances, ceremonies, art, drama acts, and band performances. From morning to evening, the dedication is clearly seen when the event is conducted successfully.

Different teams worked hard for about a month on the setup of the stage, managing guests, opening speeches, meal arrangements, digital work, creative work, and many more tasks in these events. Here, faculty also support, and each and every person, including coordinators and staff members, work hard to make things possible. That's the reason these events are fabulous and super amazing.

Here, events are like festivals. We work as a team and enjoy every moment here.



**Kashish  
Ramchandani  
SY (Regular)**

## Politics: The National Game of India

Sahil Bodhani  
FY Hons

In India, politics isn't just a profession; it's a spectacle, a battleground, and a passion that unites and divides us all. Often referred to as the 'national game,' politics in India resembles a high-stakes game filled with drama, strategies, and surprises. Unlike traditional sports played in stadiums, this game unfolds everywhere—from heated discussions at tea stalls to passionate debates on TV and casual chats among friends and family. Politics here isn't just about governing the country; it's deeply ingrained in the national fabric, making it a subject everyone talks about, argues about, and connects with in one way or another. It's more than a game; it's a part of who we are as a nation.

Indian democracy is one of the most vibrant and diverse in the world, reflected in its multitude of political parties and ideologies. With over 2,700 registered political parties, ranging from national giants to regional powerhouses, India's political landscape is a colorful mosaic. From major national parties like the BJP and Congress to regional forces such as the DMK in Tamil Nadu or the TMC in West Bengal, every part of India has a voice. These parties represent various communities, languages, religions, and regions, ensuring inclusivity and diversity. They also embody different ideologies—some focusing on economic growth, others on social justice or cultural values. This diversity makes elections in India dynamic and ensures that people from all walks of life can find a leader or party they resonate with.

In India, politics isn't confined to politicians; it's a shared endeavor involving every citizen. From voting during elections to participating in protests, rallies, or social media campaigns, people actively shape the nation's political landscape. Ordinary citizens passionately discuss political issues at tea stalls, in offices, and even at family gatherings. Social media has provided a new platform for expressing opinions, supporting causes, or criticizing policies. Movements such as the Anna Hazare-led anti-corruption campaign and the farmers' protests exemplify how citizens can unite to influence decisions and hold leaders accountable. Politics in India truly belongs to the people, making it a shared responsibility and an everyday activity.

Elections in India are nothing short of a festival. From the announcement of election dates to the final counting of votes, the atmosphere brims with excitement and anticipation. Citizens enthusiastically discuss candidates, party manifestos, and campaign strategies at home, in markets, and on social media. Debates ignite within households as family members passionately defend their favorite leaders, turning dinner tables into mini-parliaments. Media channels amplify this enthusiasm with heated panel discussions and extensive coverage, while public spaces like tea stalls and bus stops buzz with conversations about the latest political developments. This collective engagement highlights how deeply elections are woven into the fabric of everyday life in India.

Despite its vibrancy, Indian politics faces numerous challenges. These issues are not confined to specific parties but are systemic and require strong public awareness to address effectively.

Corruption remains one of the most persistent challenges in Indian politics. From high-profile scams like the 2G spectrum case and the coal allocation controversy to everyday bribery in government offices, it undermines public trust. Corruption leads to inefficient resource utilization, project delays, and a lack of accountability.

Despite measures like the Right to Information (RTI) Act and various anti-corruption drives, it remains deeply entrenched at multiple levels of governance. The most effective solution lies in individuals taking responsibility and refraining from corrupt practices themselves.

Indian politics is often criticized for its dynastic nature, where power is inherited rather than earned. Prominent examples include the Gandhi family in Congress, the Yadav family in Uttar Pradesh, and the Thackerays in Maharashtra. This trend limits opportunities for new and capable leaders, fostering a sense of entitlement rather than accountability among political heirs. It narrows the democratic process, prioritizing lineage over leadership qualities.

Vote-bank politics, where parties focus on appeasing specific communities, castes, or religious groups, is another significant issue. While this strategy can highlight marginalized groups, it often leads to divisive policies and neglect of broader national concerns. For instance, promises of caste-based reservations or religious benefits sometimes overshadow crucial debates on economic and developmental reforms.

Elections in India are becoming increasingly expensive, with candidates spending vast sums on campaigns. Wealthy individuals often leverage their financial resources to secure party tickets or influence voters, sidelining deserving candidates. Additionally, the use of muscle power, including intimidation and coercion, is prevalent in some regions, particularly rural or conflict-prone areas. These practices distort the democratic process and hinder fair representation.

Amid political drama and election promises, real issues like education, healthcare, and infrastructure often take a backseat. Many rural areas lack proper schools and hospitals, while urban centers struggle with overcrowded healthcare facilities. Infrastructure projects face delays due to political disagreements or corruption. Instead of addressing these fundamental concerns, political parties often prioritize populist measures or controversies that garner immediate attention but fail to address long-term problems.

In India, having political connections often provides undue advantages. A single phone call, commonly referred to as 'Ruk, abhi ek phone ghumata hu,' can shield individuals from consequences, whether for minor offenses like traffic violations or serious crimes. This misuse of political influence is deeply troubling and challenging to address due to systemic flaws. To combat this issue, both the government and citizens must take collective action to demand accountability and reform.

Indian politics is a dynamic and integral part of the nation's identity. While it brings people together and ensures diverse representation, it also faces significant challenges that require active citizen participation and systemic reforms. By addressing these issues and upholding democratic values, India can continue to thrive as a vibrant democracy.

## Indian Media: The Nation's Biggest Betrayal

As a 19-year-old student, I grew up believing that the media was meant to inform, question, and hold the powerful accountable. But today, when I switch on the news, all I see is screaming matches, blatant propaganda, and endless distractions. Journalism in India is dead—it has been replaced by a business of manipulation.



**Hartej Singh  
SY (Hons)**

Instead of reporting real issues like unemployment, inflation, or failing infrastructure, the media feeds us sensationalism, communal hatred, and celebrity gossip. Instead of questioning those in power, it shields them, twisting narratives and diverting attention whenever something uncomfortable comes up. Corruption? Covered up. Scandals?

Forgotten. But if a celebrity says something remotely controversial, it's "BREAKING NEWS" for weeks.

The Indian media has mastered the art of selective outrage. When a politician from the ruling party is caught in a scandal, coverage is buried, distractions are planted, and fake narratives are pushed. When an opposition leader so much as sneezes the wrong way, prime-time debates explode with accusations of treason and national betrayal.

Investigative journalism is dead. The media is no longer interested in exposing scams, questioning policies, or holding authorities accountable. Instead, it spends its energy discussing what a Bollywood actor ate for lunch or how a celebrity dressed at the airport.

Worse, it has become a tool for character assassination. Countless individuals—activists, students, independent journalists—have had their lives ruined because the media chose to demonize them without evidence, purely for political or corporate agendas.

Truth has become a casualty in this war for TRPs. Political loyalties dictate news coverage, and facts are cherry-picked to fit agendas. I've seen students, activists, and even ordinary citizens demonized on prime-time debates, just because they dared to speak up. And the scariest part? People believe these lies. A nation that thrives on misinformation is a nation easy to control.

But who is responsible? The media? The politicians who exploit it? Or us, the audience, for consuming it mindlessly? The truth is, nothing will change unless we demand better. We need to stop falling for propaganda, stop treating biased news as entertainment, and start supporting real journalism. Because if we don't, we're not just losing journalism—we're losing democracy itself.

## Breaking Chains: Fighting Rape Culture and Systemic Injustice

On 9 August 2024, a 31-year-old young female doctor was brutally raped and murdered at R.G. Kar Medical College and hospital in Kolkata, West Bengal. On the night of 8th August 2024, the victim had dinner with her colleagues and retired in a seminar hall after a 36-hour shift in the hospital. At about 9:30 pm in the following morning, her body was discovered in the seminar hall in a semi-nude state with her eyes, mouth, and genitals bleeding. A five-year-old girl was allegedly raped by her neighbor in Shivpuri district of Madhya Pradesh. The victim was found in a blood-soaked state on 27 February 2025, and is currently battling for her life. A 26-year-old pre-operative counsellor with a Pune hospital was allegedly raped inside a parked bus at the city's bus terminal around 5.30am; the incident just took place opposite to a police station.



Arzav Jain  
SY (Regular)

The incidents of sexual assault presents not as a sporadic occurrence, but as a pervasive and seemingly innumerable phenomenon. Official statistics, while deeply troubling, represent merely a fraction of the actual reality, as countless cases remain unreported and thus, unquantified. It is a matter of grave concern that these acts of violence continue to escalate, signifying a systemic failure to address this profound societal ill. Government records show tens of thousands of rape cases reported each year. Government records show tens of thousands of rape cases reported each year. However, many cases go unreported, so the actual number is likely much higher. Rape and mental harassment are not just individual crimes; they reflect a deeper sickness in society. These acts stem from deep-rooted issues like gender inequality, toxic masculinity, and the lack of proper education on consent and respect. When a girl is harassed or assaulted, it's not just a personal tragedy—it's a failure of the entire system, including family upbringing, social norms, and legal enforcement. Rape of a girl is not just a crime; it is a societal disease.

Enough is Enough: Stop Blaming Women, Start Holding Rapists Accountable. Every time a woman is raped, society never ask, "Why did he do this?" Instead, it asks, "What was she wearing?" "Why was she out late?" "Did she provoke him?" This is the brutal reality of our so-called civilized world—where the victim is shamed, and the criminal is ignored. Her presence at night does not justify assault. The only person responsible for rape is the rapist. Yet, instead of punishing the predator, society points fingers at the prey. Imagine the pain of a survivor who, after enduring unimaginable trauma, is forced to hear, "She must have done something to deserve it." This is not just a crime; this is a disease rotting the core of our society. And if we continue to blame women instead of punishing rapists, we are all complicit.

Girls who manage to stay even slightly strong after experiencing rape may appear emotionally and physically strong, but mentally, they are not. A lasting trauma stays with them. They become insecure about themselves and their bodies, constantly fearing that no one will accept them.

They start seeing themselves as something "used" and struggle with self-worth. However, the most deeply affected aspect is their ability to trust. They find it nearly impossible to trust any man, no matter how pure his intentions may be. The fear never truly leaves them. In some cases, they even struggle to trust their own brothers or partners, always carrying a sense of apprehension.

Nirbhaya Case (2012, Delhi, India) – Gang Rape & Murder, Kathua Case (2018, Jammu & Kashmir, India) – Gang Rape and Murder of an 8-Year-Old, Laxmi Agarwal Case (2005, Delhi, India) – Acid Attack, Qandeel Baloch Case (2016, Pakistan) – Honor Killing and the list is

endless. These cases of gang rapes, acid attacks, and honor killings highlight the deep-rooted misogyny in society.

The involvement of powerful people—politicians, celebrities, and wealthy businessmen—often leads to victims being silenced through threats, bribery, or legal loopholes. They use their influence to manipulate investigations, discredit victims, and escape justice. Many survivors are forced to withdraw complaints due to fear of retaliation or social pressure. A real-life example from India is the Unnao Rape Case (2017) involving BJP MLA Kuldeep Singh Sengar. A 17-year-old girl accused him of rape, but instead of getting justice, she and her family faced threats and harassment.

Her father was falsely arrested and beaten to death in police custody. When she kept fighting for justice, a suspicious truck accident critically injured her and killed two of her relatives. It was only after public outrage and media pressure that Sengar was convicted in 2019. The harsh reality of this society is some rapists roam freely, while victims are forced into hiding.

In India, a husband can rape his wife every night, and the law will still protect him. A woman's consent dies the moment she marries, making her a legal sex slave. Courts refuse to criminalize it, forcing women to suffer in silence or die trying to escape. Innocent children are raped, tortured, and killed—but society still calls it family honor, culture, or bad luck. Most abusers are trusted people—relatives, teachers, neighbours—monsters in disguise.

Stop telling girls to dress differently, stay indoors, avoid the streets at night, or lower their voices—the problem is not women's choices, it's society's mindset. Instead of locking up daughters, we should be teaching sons to respect, not prey. Safety is not a privilege for men and a restriction for women—it is a basic right for all. A woman should not have to live in fear while a man roams free. Change the mindset, not women's freedom.

In the Ramayana, when the ruthless demon Ravana came to abduct Maa Sita, the mighty Jatayu Ji did not stay silent. He soared into battle, knowing well that he was no match for the demon king. Yet, he fought with all his strength, slashing at Ravana with his claws and beak, spilling his blood in the sky. Jatayu could have turned away, stayed safe, and watched in silence—but he chose to die fighting for a woman's honor. His wings were torn, his body was shattered, but even in his final moments, he held on just long enough to inform Lord Ram about Sita's whereabouts. His last breath was in the lap of divinity, proving that a warrior's death is never in vain. This is the lesson men must learn today. When a woman is in danger, standing silently like a coward makes you no less guilty than the oppressor. Speak up, fight back, intervene—be a Jatayu, not a bystander. A true man doesn't watch a woman suffer; he stands between her and harm, even if it costs him everything.

"Rape doesn't just destroy one life; it stains an entire society. And if we do nothing, we all have blood on our hands." Change begins when we refuse to stay silent. It is in our words, our actions, and our courage to challenge a system that fails victims. We must educate, demand justice, and stand against every form of violence. A safer world is not a dream—it is a choice, and that choice starts with us.

## Benefits of Volunteering and Community Engagement for Students

Volunteering and community engagement are powerful ways for students to develop important life skills while making a positive impact on society. These activities go beyond the classroom, offering real-world experiences that help students grow personally and professionally. By participating in volunteering and social work, students not only help others but also gain valuable skills, build confidence, and improve their career opportunities.

One of the biggest benefits of volunteering is skill development. When students engage in community service, they learn important skills such as teamwork, leadership, problem-solving, and communication.

For example, organizing an event, teaching underprivileged children, or participating in environmental projects helps students develop management and decision-making skills. These experiences make them more capable and confident in handling different situations in life. Employers and colleges also appreciate students who have volunteering experience because it shows that they are proactive and responsible.

Another important advantage of volunteering is that it builds confidence and self-esteem. When students help others and contribute to a cause, they feel a sense of achievement. It gives them a purpose and helps them believe in their abilities. Many students who volunteer regularly find that they become more open, expressive, and comfortable in social situations. This helps in both their personal and professional lives, as confidence is an essential trait in any career.

Community engagement also helps students build strong social connections. When they work with different people from various backgrounds, they learn how to communicate effectively and collaborate as a team. Volunteering brings students in contact with mentors, professionals, and like-minded peers, creating a network that can be helpful in their studies and future careers. These connections often lead to new opportunities, internships, and career guidance that students might not have otherwise received.

Another key benefit of volunteering is that it enhances career opportunities. Many colleges and companies prefer candidates who have experience in social work because it reflects dedication, teamwork, and leadership qualities. When students include volunteering experience in their resumes, it helps them stand out from other applicants. It also gives them an edge in interviews, as they can share real-life examples of problem-solving, communication, and leadership skills gained through volunteering.

Additionally, volunteering teaches students the value of social responsibility. When they work on community projects, they become more aware of the problems in society and feel motivated to contribute to positive change. This develops a sense of empathy and kindness, making them more responsible citizens. They learn that even small efforts can make a big difference in people's lives, which encourages them to continue helping others throughout their lives.

In conclusion, volunteering and community engagement provide students with many benefits. They gain valuable skills, build confidence, expand their social network, improve career prospects, and develop a strong sense of social responsibility. These experiences shape students into well-rounded individuals who are prepared for future challenges. Every student should take part in volunteering activities to grow as a responsible, skilled, and compassionate person.



Vatsal Khasiya  
FY (Hons)

## Donald Trump's New Economic Policy: A Wake-Up Call for India

Donald Trump's latest economic policy has sent ripples across the global economy, and India, as one of the U.S.'s key trading partners, stands at a crossroads. With stricter trade restrictions, a push for domestic manufacturing, and reduced reliance on imports, the policy could be both a challenge and an opportunity for India's financial and economic landscape. But here's the big question: **Will India rise to the occasion or stumble under the weight of these protectionist policies?**



**Rhea Chauhan**  
FY (Hons)

Indian goods like textiles, pharmaceuticals, and IT services have enjoyed a significant share in the U.S. market. However, with Trump's focus on higher tariffs, Indian products may become less competitive, jeopardizing billions in revenue. For an economy heavily reliant on exports, this is a wake-up call. Additionally, India's IT industry, a global leader fueled by outsourcing and U.S. clients, faces a major roadblock with stricter H-1B visa rules. These policies could make it harder for Indian talent to work in the U.S., potentially crippling one of India's most lucrative sectors. Protectionist measures might also discourage American companies from investing abroad, leading to a decline in foreign direct investment (FDI) from the U.S. For India, which relies on FDI for job creation and economic growth, this could slow down progress. Furthermore, Trump's energy independence agenda could limit affordable energy exports, making it harder for India to secure cost-effective supplies. This could further inflate energy costs, putting pressure on industries and consumers alike.

While the challenges are significant, Trump's policy also presents India with unique opportunities to reshape its economic future. With U.S. trade ties under strain, Indian businesses can diversify by targeting emerging markets in Africa, Southeast Asia, and Europe. Expanding beyond the U.S. could reduce dependence and open new avenues for growth. Global supply chain disruptions could position India as a viable alternative to China. But to capitalize on this, the government must act fast, focusing on improving infrastructure, reducing red tape, and creating investor-friendly policies. India can also turn inward, promoting self-reliance by boosting domestic manufacturing and innovation. Initiatives like 'Make in India' could gain renewed momentum, creating jobs and fostering economic resilience. While FDI from the U.S. may decline, India can attract investments from other nations by offering tax incentives, streamlining regulations, and enhancing ease of doing business. This could offset losses from reduced American investment.

To navigate these turbulent waters, India must adopt a proactive and strategic approach. Diversifying trade partnerships with ASEAN, EU, and African nations is crucial. Simultaneously, investing heavily in logistics, technology, and industrial zones can attract global manufacturers. Policy reforms should aim to simplify regulations, cut bureaucracy, and create investor-friendly environments. Equipping the workforce with future-ready skills, particularly in technology and manufacturing, is also essential.

On the energy front, India must invest in renewable energy and build strategic energy reserves to reduce reliance on imports. Trump's economic policies are a wake-up call for India to rethink its global strategy and reduce overdependence on the U.S. While the challenges are daunting, they also offer a unique chance to innovate, diversify, and emerge stronger. **India's response today will shape its global standing tomorrow. Will we seize the moment or let it slip through our fingers? The choice is ours.**

## Hungarian Hyperinflation

One of the most common question that would rise in our mind would be, Why Can't Governments Print Unlimited Currency Notes? Government can remove the poverty of the country by printing the money and circulating it to the poor people. But why government don't do it?

This ideology of just printing unlimited currency to solve our economic problems sounds very simplistic but holds devastating results. Upon looking at it initially, it actually makes sense: if the government needs money, then just print some more, right? Of course, economics does not work like that. So much currency printed causes inflation, and taken too far, it leads to hyperinflation, a situation in which the money value falls so drastically that it becomes almost worthless.



**Animesh Jain**  
FY (Regular)

This economic phenomenon has happened quite a few times in history; however, it is one of the most extreme examples that shook Hungary during 1945–46. To know why governments cannot print the currency endlessly and what the consequences are when they actually do, we have to study the principle of money, inflation, hyperinflation and the Hungarian case.

Inflation, in simple terms, refers to the rate at which the general price level of goods and services rises. While moderate inflation is considered normal in growing economies, hyperinflation is an economic crisis. It occurs due to several factors, including excessive money supply, loss of confidence in the currency, war, political instability, or severe economic mismanagement.

### HYPERINFLATION

Hyperinflation is a term used to describe a situation where a country's inflation rate skyrockets beyond control, typically exceeding 50% per month. This stops economic activity, erodes savings, and shook the entire financial system and the economy.

### Hungary's Hyperinflation: A Historical Case

Hungary's hyperinflation, which occurred between 1945 and 1946, is known as the worst case of hyperinflation recorded in history and it gives lesson from the dangers of printing unlimited money. Immediately after World War II, Hungary's government began printing excessive amounts of its currency, pengő, to counter post-war reconstruction, reparations, and economic devastation. Of course, what followed was the most severe hyperinflation ever recorded in history.

### Causes of Hyperinflation in Hungary

#### 1. Post-War Economic Devastation

Hungary's economy was left in ruins after World War II. Infrastructure, industries, and agricultural output were destroyed, and there were limited resources left to rebuild.

#### 2. Reparations and Occupation Costs

The Allied powers imposed heavy penalties on Hungary, particularly the Soviet Union, which occupied the country. The penalties had to be paid in goods, further decreasing the resources.

#### 3. Uncontrolled Money Supply

To finance the costs of reconstruction and penalties, Hungary's government printed excessive amounts of currency. This led to an oversupply of the Hungarian pengő, the national currency at the time.

#### 4. Loss of Confidence in the Currency

As prices rise, people lost faith in the pengő, creating a cycle where the currency was dumped in favour of foreign money or goods, further devaluing it.

#### 5. Political Instability

The unstable political environment where the government is struggling to establish control this worsened the economic situation.

#### The Shocking Impact

Imagine when a person is going to work, the price of 1 litre milk was 60, and in the evening the price went directly to 120!!

At the most extreme, the **prices** in Hungary were **doubling every 15 hours**, and **inflation** reached an incredible **rate of  $4.19 \times 10^{16}\%$  per month**. The government had to respond by printing higher and higher denominations of notes, including the milpengő, which was worth one million pengő, and the bilpengő, which was worth one trillion pengő but soon enough even these were worthless, and they were printing 100 million bilpengő banknotes, that's 100 quintillion pengő or 20 zeroes. They also printed a one billion bilpengő note although it never entered in circulation.

In July 1945, there was 25 billion pengő in circulation. By July 1946, there was 47 septillions (24 zeroes) pengő in circulation. A single USD was worth 460 septillion pengő compared to just 5 pengő before the war. The inflation rate was 1,50,000% per day. At this point just stop collecting taxes, because a single day's delay in collecting it was all worthless.

The one billion trillion pengő, or **one sextillion, that's 21 zeroes**, it remains **the highest denomination banknote ever printed**. It was worth about 12 cents.

For instance, something as simple as a loaf of bread that had cost 6 pengős in February 1945 was selling for 6 billion pengős mid-August of that year. People needed bags full of currency to purchase even the most common goods.

#### The Resolution: The Forint

To reverse the crisis, Hungary introduced a new currency, the forint, on August 1, 1946 after 19 years of pengős.

The conversion rate between pengő and forint was a symbol of the collapse: 1 forint = 400 octillion pengős (400 billion billion billion or 29 zeroes). The financial situation was so dire that that this incredible change helped stabilize Hungary's economy, though the scars of hyperinflation lasted long after.

#### Key Lessons from Hungary's Hyperinflation

##### 1. Excessive Money Printing is Disastrous

Governments should relate money supply to economic output lest the currency be devalued.

##### 2. Trust in the Currency is Vital

Public confidence underpins the value of money. Once lost, it is extremely difficult to restore.

##### 3. Hyperinflation Leads to Societal Collapse

Beyond economic impacts, hyperinflation disrupts social order, erodes savings, and can lead to political instability.

## Conclusion

The Hungarian hyperinflation crisis of 1945–46 reminds of what happens when governments stop paying attention to basic economic principles. Printing money, though offering a short-term solution to fiscal issues, hides the devastating long-term outcome that it would bring. Hungary's experience represents the significance of a country's fiscal responsibility and stability, as well as not losing trust in one's currency. It is indeed that there are no shortcuts to sustainable economic growth.

## Appropriate Measures to Control Hyperinflation

### 1. Limit Money Supply Growth:

The central bank should print money at a rate that matches the growth of the economy (measured by GDP growth) and targets a low inflation rate (e.g., 2–3% annually).

### 2. Implement Monetary Policy Reforms:

**Raise Interest Rates:** Higher interest rates reduce borrowing and money circulation therefore reduces inflation.

**Reduce borrowings from Central Bank:** The government should avoid excessive borrowing from the central bank so that, budget should not be deficit.

### 3. Control Public Spending:

Government should reduce unnecessary expenses and reallocate resources to stabilize the economy.

### 4. Rebuild Trust in Currency:

Introduce a stable currency or peg it to a stable foreign currency (like the U.S. dollar or euro) temporarily to rebuild confidence.

### 5. Establish an Independent Central Bank:

There should not be any political interference in the working and policies of the central bank, so that it can focus solely on economic stability.

### 6. Introduce Fiscal Tax Policies:

Increase taxation efficiency to reduce reliance on printing money for budget deficits.

## How Much Money to Print?

The exact amount of money a country should print depends on these factors:

**Current Money Supply:** It should be known that how much currency is already in circulation compare to the size of the economy.

**Economic Output:** Money supply should grow at the same proportion as the real GDP growth.

**Inflation Targets:** Print money only to the extent that it maintains a healthy inflation rate (2–3%).

**Demand for Currency:** Ensure that the demand for money in the economy is fulfilled.

For example: If the economy grows at 3% annually, the money supply could be increased by about 3% to match, assuming other factors remain constant.

How is the money printed in modern times? What commodities are used against money as security?

In modern times, the process of money printing and the commodities or assets used as backing have evolved significantly. Central banks no longer directly tie currency issuance to tangible assets like gold but instead rely on broader mechanisms tied to the economy and trust in monetary policies

## How Money Is Printed in Modern Times

### 1. Physical Currency Printing

**Central Banks' Role:** In most countries, the central bank is responsible for printing physical currency.

Reserve Bank of India (RBI) is responsible to print the currency in India.

Steps Involved:

1. **Assessment of Demand:** The central bank estimates the need for physical currency based on economic activity, population growth, and seasonal demand
2. **Minting and Printing:** The physical money is printed at government-authorized mints or printing presses using high-security measures.
3. **Distribution:** The new currency is sent to commercial banks for public circulation.

### 2. Digital Money Creation

Central banks create digital money by adjusting the reserves held by commercial banks. This is typically done through:

- **Open Market Operations (OMO):** Buying or selling government bonds to maintain liquidity
- **Quantitative Easing (QE):** Purchasing financial assets to inject money into the economy during crises.
- **Interest Rate Adjustments:** Lowering rates makes borrowing cheaper, effectively creating new money as loans increase.

## Backing Modern Money

Unlike in the past, modern currencies are no longer backed by physical commodities like gold or silver. Instead, their value is derived from trust in the government and the economy's stability, known as fiat money.

## Commodities and Securities Used for Backing

While currencies are not tied to physical assets anymore, certain economic and financial factors provide implicit security:

### 1. Government Bonds and Securities

Central banks hold government debt (bonds) as collateral for issuing money. These bonds represent the government's ability to generate future revenue through taxation.

### 2. Foreign Currency Reserves

Many countries maintain reserves of strong foreign currencies (like the U.S. dollar, euro, or yen) to back their own currency.

This is especially true for emerging economies that peg or manage their currency value.

### 3. Gold Reserves

Although not tied directly, many central banks hold significant gold reserves as a hedge against economic instability and to maintain public confidence.

### 4. Economic Productivity

The overall economic output (GDP) acts as an indirect backing for modern money. A strong, productive economy supports the value of its currency.

## 5. Trust and Stability

The most important backing is trust in the central bank and government to maintain a stable currency through prudent fiscal and monetary policies.

### **Historical Shift from Gold Standard to Fiat Money**

1. Gold Standard: Until the 20th century, currencies were directly tied to gold. For every unit of currency printed, a corresponding amount of gold was held as reserve.

The system collapsed during the Great Depression and World Wars as countries needed more money than gold reserves could allow.

2. Bretton Woods System (1944–1971):

The U.S. dollar was tied to gold, and other currencies were pegged to the dollar.

This system ended when the U.S. abandoned the gold standard in 1971, transitioning the world to fiat money.

3. Fiat System: Modern currencies derive their value from trust in the issuing authority rather than tangible assets.

## The Intersection of Technology and Tradition: How Innovation is Reviving Ancient Practices

In a rapidly evolving world, where the latest technological breakthroughs seem to be happening every day, one might wonder if ancient traditions and practices have any place in the future. But what if the past and future aren't separate worlds? What if, instead of leaving ancient practices behind, technology could become a tool to preserve and elevate them, ensuring that the wisdom of the past is not forgotten but rather integrated into the innovations of tomorrow? This is the fascinating convergence that is currently happening across various fields, where technology and tradition are not opposing forces but allies in ensuring that age-old wisdom is preserved and brought into the future.



**Vanshika  
Chandak**  
FY (Hons)

One striking example of how technology is preserving traditional crafts is the use of 3D printing in the world of handicrafts. For centuries, artisans have painstakingly handcrafted intricate jewelry, pottery, and textiles. Now, 3D printing is being used to enhance these age-old processes, bringing precision, speed, and efficiency to traditional craft-making. For instance, the traditional Indian art of Kundan jewelry—a form of intricate gemstone-setting—is being revolutionized by 3D-printed molds, making the creation process faster while still maintaining the authenticity of the designs. What was once a labor-intensive craft can now be replicated with remarkable accuracy, allowing artisans to preserve their traditions while keeping up with modern production demands.

Similarly, the rise of augmented reality (AR) and virtual reality (VR) technologies is opening new doors to preserving cultural heritage. AR apps are being developed to give users immersive experiences of historical sites or art forms that may be threatened by time or climate change. For example, users can now “walk” through ancient ruins or view historical art pieces in 3D right from their smartphones, preserving the experience for future generations. These technologies allow us to digitally immortalize traditions that are in danger of disappearing, ensuring that even if they are physically lost, they will live on in digital form for all to explore.

Beyond crafts and art, traditional farming is also undergoing a technological transformation. For centuries, farmers in rural areas have relied on sustainable farming techniques passed down through generations, often using methods that respect the environment. These farming practices have shaped the very land they cultivate, but modern agricultural practices often prioritize profit over sustainability, leading to the erosion of these methods.

However, in recent years, artificial intelligence (AI) and drones have begun to play an integral role in helping farmers continue using these traditional farming methods while simultaneously boosting productivity. In regions like India, AI is being employed to monitor soil conditions, predict crop yields, and prevent pests, all while honoring the traditional crop rotation techniques that have been used for centuries. Drone technology helps monitor vast fields of organic crops, ensuring the health of the land and its produce without resorting to harmful chemicals, thus preserving the wisdom of the past while integrating it with cutting-edge technology.

Ancient healing practices are also making their way back into modern medicine, thanks to scientific advancements that validate their effectiveness. Traditional Chinese Medicine (TCM) and Ayurveda, two of the oldest medicinal systems in the world, are gaining renewed recognition

in modern healthcare systems.

Researchers are studying herbs, acupuncture, and ancient treatments with modern scientific tools, such as high-tech bioanalysis and clinical trials, to better understand their impact on human health. Ayurvedic herbs are being used in pharmaceutical products, while acupuncture is being studied for its effectiveness in treating chronic pain and stress-related disorders. What was once considered alternative or complementary medicine is now at the forefront of modern health research, thanks to the synergy between ancient wisdom and modern technology.

One of the most impactful areas where digital preservation is playing a role in tradition is the fight against language loss. Over 40% of the world's languages are at risk of disappearing, many of them with no written records. In response, organizations and universities are turning to technology to preserve endangered languages and the oral traditions tied to them.

Apps and websites dedicated to preserving languages allow native speakers to record their languages and upload them for future generations. Some communities are even using social media to share stories, songs, and customs, ensuring that the knowledge is passed down digitally, even as the number of fluent speakers dwindles. These efforts are not just about saving languages; they are about saving the rich cultural heritage embedded in those languages—the stories, the wisdom, and the worldview that come with them.

The relationship between tradition and technology is also evident in the resurgence of eco-friendly construction techniques. In many parts of the world, ancient architecture like the use of rammed earth, bamboo, and thatch roofs has been overshadowed by modern concrete and steel structures. Yet, in an age where sustainability is more crucial than ever, architects are looking to these ancient methods for solutions. Technologies such as 3D scanning and robotic construction are now being used to enhance these building techniques, making them more durable and energy-efficient without sacrificing their eco-friendly nature. Earth homes—homes built with local soil and sustainable materials—are being built with modern construction techniques that replicate ancient designs, offering a solution to both climate change and the housing crisis.

Looking into the future, the relationship between tradition and technology will undoubtedly continue to evolve. While there are challenges to overcome—such as ensuring that technological advancements don't overshadow or dilute cultural practices—the potential for innovation in this intersection is immense. Technologies like block chain are already being explored for use in preserving digital art, providing a platform for artists to showcase and protect their traditional works in a digital format. Similarly, machine learning could help predict and prevent the loss of endangered species, while still preserving ancient conservation practices.

Ultimately, the fusion of tradition and technology doesn't just promise a future that is both modern and rooted in history—it creates a future where innovation can amplify the richness of culture and history. As students and innovators, we have the power to bridge the gap between these two worlds, ensuring that the ancient practices that have survived centuries continue to thrive in the modern world.

## My First Year of College – A Journey of Growth and Discovery

The first day of college was a mix of emotions—excitement, nervousness, and a little bit of fear. I had been waiting for this day for months, imagining all the new experiences and friendships I would make. But, when I actually stepped onto the campus, I felt overwhelmed.

Everything was new—the people, the classrooms, the entire atmosphere. It felt like I had stepped into a completely different world. Saying goodbye to my parents was the hardest part. My mom reminded me to study hard, while my dad, even though he tried to hide his emotions, told me to take care of myself. That moment made me realize that I was truly on my own now.



**Kirti Chopra**  
FY (Hons)

When I entered my dorm room, I felt both excited and nervous. I had two roommates, Kittu and Anjali. At first, we were all a bit awkward, but soon we started talking and realized we had a lot in common. We were all feeling the same mix of excitement and fear.

### *Adjusting to College Life*

The first week was full of orientation sessions, campus tours, and fun events. Everything was happening so fast that I barely had time to process it all. I met so many people, but it still felt like I didn't really belong anywhere.

Then came the real challenge—classes. College was nothing like school. The professors expected us to be independent, and I quickly realized that no one would remind me about deadlines or assignments. I had to manage my own time and take responsibility for my studies. This was one of the biggest lessons I learned—how to be responsible for myself.

Socially, things were tough at first. In class, everyone seemed to have their own friend groups, and I felt like an outsider. I missed the comfort of my school friends. But as days passed, I started making an effort to join clubs and attend events. One of the best decisions I made was joining a community service club.

That's where I met people who shared my interests, and slowly, I started feeling like I belonged.

### *Discovering Myself*

One of the biggest surprises of my first year was how much I learned about myself. Before college, I thought I knew who I was, but this year changed me in so many ways.

At first, I was hesitant to ask professors for help. I was afraid of looking clueless. But as I struggled with some subjects, I realized that asking for help wasn't a weakness—it was the best way to learn. I started participating more in class and even went to office hours to clear my doubts.

I also discovered new passions. I always loved writing, but in college, I got the chance to join the student magazine. Writing articles and sharing my experiences made me feel confident and proud.

### *Unforgettable Memories*

Along with all the challenges, there were also moments of pure joy. The late-night conversations with my roommates, random trips to explore the city, and laughing over silly things—these are the moments that made college life special.

One of the best experiences was attending the college fest. The energy on campus was unreal—music, dance, games, and endless fun. For the first time, I felt like I was truly a part of something.

By the end of the year, I had grown so much. I started as someone who felt lost and unsure, but I ended the year as a more confident and independent person. College wasn't just about studying—it was about growing, learning, and making memories.

### *Looking Back*

Now, when I think about my first year, I feel proud of how far I've come. There were tough moments, but they taught me resilience. If I could go back and give advice to my past self, I would say:

“Don't be afraid to step out of your comfort zone. Talk to new people, explore new things, and embrace every moment. College is not just about grades; it's about experiences that will shape you forever.”

That first year was full of ups and downs, but in the end, it became a journey I will always cherish.

***“That unforgettable year—full of challenges, laughter, and growth.”***

## Why You're Still Stuck and How to Get Moving

Scrolling through social media, binge-watching shows, playing online games, chatting with friends, and listening to music or podcasts are activities that many, especially young people, often indulge in. While these may seem harmless or even productive at times, they're often the distractions we turn to when procrastinating. Studies reveal that 50% of college students procrastinate chronically.



Ridham Kotak  
SY (Regular)

Procrastination is delaying important tasks, often by doing less important ones, despite knowing that it could have negative consequences. Obviously, it's irrational for you to do something you expect would have negative consequences. But ironically, procrastination is the result of our bodies trying to protect us, specifically by avoiding a task we see as threatening. When we try something daunting, our body responds to it as it would to any incoming threat. So, your body responds to it like it would to any threats: Fight, Flight or Freeze response. Therefore, you choose to procrastinate instead of doing that important task.

Here are some key tips to help you overcome procrastination before we dive into the main tools:

- **Break tasks into smaller parts:** This makes them less overwhelming and easier to tackle.
- **Set time-bound goals:** Decide a deadline to any goal before starting.
- **Set realistic goals:** Avoid being overambitious—aim for achievable targets to stay motivated.
- **Take breaks:** Take a break after completing tasks to prevent exhaustion and maintain focus

If there's one thing to remember from this article, it's these two tools. So, take a moment, focus, and pay close attention to what's coming next—these tools can truly change the way you tackle procrastination:

- **The Two-Minute Rule:** Start by doing the smallest possible step of the task you're avoiding. For example, if you're scrolling Instagram instead of studying, just open your book and study for two minutes.
- Often, the hardest part is not the task itself, but getting started. This method helps overcome "limbic friction," the resistance that laziness creates at the start.
- **The Nothing Alternative:** Inspired by author Raymond Chandler, this method involves dedicating specific time where you either work on the task or do absolutely nothing. No distractions, no alternatives—only your task or nothing. This approach helps you focus and, over time, makes starting the task more appealing than doing nothing.

Both tools are simple yet profound and have been tested by my friend and me. They are effective, easy to implement, and work wonders when practiced consistently.

**Now that you have the roadmap to overcome procrastination, it's time to leverage these tools to your advantage.** The tips and methods shared are simple, but their effectiveness depends on how consistently you apply them. Start small, be patient with yourself, and remember that progress comes from momentum, not perfection. Don't wait for motivation to strike—use these tools to create it.

Take the first step today, and your future self will thank you.

## Should We Change Our Country's Capital?

A country's capital is more than just a city. It's the beating heart of the nation. It's where the government operates, major decisions are made, and the nation's identity is reflected. However, what happens when this vital city faces mounting challenges like overcrowding, pollution, and overstretched resources? Should we consider relocating the capital to a new, better-suited place? Let's weigh the pros and cons of such a significant step in simple terms.



**Manav Prajapati**  
SY (Regular)

### Why Moving the Capital Might Be a Good Idea

#### 1. Overcrowding is a Real Problem

Most capitals today are dealing with overcrowding. Too many people in one place lead to traffic jams, cramped living spaces, and rising costs of living. Moving the capital to a less populated area could ease this pressure, creating more space and a better quality of life for everyone.

#### 2. Pollution is a Growing Concern

Pollution is choking some of the world's major capitals. Take New Delhi, for instance, where the air quality frequently reaches hazardous levels because of traffic, industries, and other sources. This impacts people's health and damages the country's image globally. A new capital with clean air and green surroundings could be a healthier and more attractive face for the nation.

#### 3. Boosting Growth in Undeveloped Areas

Most of the development in a country tends to revolve around the capital, leaving other regions lagging behind. Shifting the capital to a less developed area could bring new opportunities, from job creation to better infrastructure, helping neglected regions grow and thrive.

#### 4. A Safer Location

Some capitals are located in areas prone to natural disasters or geopolitical threats. A safer, strategically chosen location could reduce risks, ensuring the government operates smoothly even in emergencies.

#### 5. A Fresh Start

A new capital gives the chance to start afresh. It can be planned to include modern amenities, efficient transportation, and eco-friendly features, becoming an example of how a city can function in today's world.

### Why Relocating the Capital is a Challenge?

#### 1. Expensive

Moving capital isn't just about changing locations. It means building everything from scratch—offices, homes, roads, and transport systems. The money required is enormous and could potentially be used to fix the problems in the current capital instead.

## 2. The Transition could be a problem

Relocating thousands of government officials, businesses, and even diplomatic offices would be a logistical nightmare. It could take years to get everything functioning smoothly in the new location.

## 3. Losing Emotional and Historical Value

Capitals often hold immense historical and cultural significance. Many citizens feel connected to their capital because of its role in their country's story. Moving it might hurt national pride and face resistance from the public.

### **What happens to the Old Capital?**

A major concern is what would become of the current capital. Businesses that depend on government activity might suffer, leading to job losses and economic decline in the area.

Pollution: the important factor

One of the strongest arguments for moving the capital is the issue of pollution. Dirty air, water, and surroundings make life difficult for residents and tarnish the country's image. However, relocating may not be the only solution.

Instead, improving public transport, investing in clean energy, and increasing green spaces could help solve the problem where it stands. By tackling pollution head-on, we could save money and improve the quality of life in the existing capital without the need to start fresh in a new city.

### **Conclusion**

Relocating a country's capital is a big decision with both advantages and challenges. It could solve issues like overcrowding, pollution, and uneven development. But at the same time, it's expensive, disruptive, and risks damaging the current capital's economy and cultural significance.

Perhaps the better approach is to focus on fixing the current capital's issues—improving infrastructure, tackling pollution, and spreading development more evenly across the country. However, if the problems are too overwhelming to resolve or if relocating offers significant long-term benefits, moving the capital might be worth considering.

Ultimately, any decision must prioritize the well-being of the people and the progress of the nation. Whether we move or stay, the goal should always be to build a brighter, healthier, and more prosperous future for all.

## Book Review: The Palace of Illusions by Chitra Banerjee Divakaruni

Hey, book lovers! Let's talk about The Palace of Illusions—a book that's not just a retelling of the Mahabharata but a fiery, feminist reimagining of one of the most epic tales ever told. And guess what? It's all through the eyes of Panchaali, the woman who lived it all.

As a girl reading this, I felt like Panchaali was literally speaking to me across centuries. She's bold, she's flawed, she's unapologetically herself, and she's asking the same questions we still ask today: What does it mean to be a woman in a world that tries to define you? How do you balance duty and desire?

And why does everyone have an opinion about your choices?

The book dives into her life—from her fiery birth (yes, she was born from fire) to her complex relationships with the men in her life (looking at you, Draupadi and her five husbands). But what struck me the most was her agency.

Panchaali isn't just a pawn in the game of power; she's a queen, a wife, a mother, and a woman who refuses to be silenced. Her voice is so relatable—it's like she's sitting with you over chai, spilling all the tea about love, loss, and the pursuit of freedom.

And can we talk about the modern parallels? The way she navigates patriarchy, societal expectations, and her own ambitions feels so relevant. Like, haven't we all had moments where we've been told to "behave" or "adjust"?

Panchaali's struggles and triumphs made me cheer for her, cry with her, and sometimes want to shake her (because, girl, why did you do that?). But that's what makes her so real.

Chitra's writing is pure magic—lyrical, vivid, and deeply emotional. She doesn't just tell a story; she makes you feel it. The palaces, the battles, the love, the betrayal—it's all so cinematic. And honestly, I couldn't put it down.



Masoom Shah  
SY (Hons)

## The Rise of Remote Work

In the past few years, remote work has emerged as a revolutionary trend, fundamentally transforming how organizations operate and how employees engage with their work. Accelerated by the COVID-19 pandemic, this shift has redefined workplace dynamics, introducing greater flexibility, increased productivity, and access to a broader talent pool while also presenting unique challenges that businesses must address.



**Dharmesh Singh**  
FY (Hons)

One of the most significant advantages of remote work is the freedom it offers employees in managing their schedules. By tailoring their work hours to align with personal responsibilities, individuals can achieve a healthier work-life balance. This newfound flexibility has contributed to increased job satisfaction and overall well-being, particularly for working parents and caregivers. Additionally, eliminating the daily commute has provided employees with more time for personal growth, family, and other pursuits, further enhancing their quality of life.

Contrary to initial skepticism, research has shown that remote work can lead to improved productivity. With fewer workplace distractions, employees often report a greater ability to focus and complete tasks efficiently. Organizations are also benefiting from this shift, as they are no longer limited by geographical constraints when hiring new talent. Companies can now tap into a global workforce, recruiting the best candidates regardless of location. This has led to a more diverse and inclusive work environment, fostering innovation and creativity across industries.

However, remote work does present challenges. The lack of in-person interaction can lead to feelings of isolation and hinder collaboration. Employers must proactively address these concerns by fostering strong communication channels and encouraging virtual team-building activities. Additionally, cybersecurity has become a crucial consideration in remote setups, requiring organizations to implement robust measures to protect sensitive data and maintain operational security.

The rise of remote work has been facilitated by rapid technological advancements. Digital tools such as Zoom, Microsoft Teams, Slack, and cloud-based project management platforms have enabled seamless collaboration, ensuring that employees remain connected and productive regardless of their physical location. These technologies have played a vital role in maintaining efficiency and streamlining workflow processes, making remote work a viable long-term option for many businesses.

As organizations continue to adapt, workplace culture is evolving to prioritize results over hours worked, fostering an environment of trust and accountability. The hybrid work model, which combines remote and on-site work, has emerged as a preferred approach for many companies, offering the best of both worlds.

Businesses are also investing in remote-friendly policies, virtual reality workspaces, and upskilling initiatives to ensure employees are equipped to thrive in this new landscape.

Governments and policymakers are beginning to recognize the importance of addressing challenges such as digital infrastructure and remote work regulations. As these issues are navigated, the future of work is being shaped by innovative solutions that support both employees and organizations in this transition.

The rise of remote work marks a paradigm shift in workplace dynamics, offering unprecedented opportunities for flexibility, productivity, and inclusivity. While challenges persist, they can be mitigated through strategic planning, technological innovation, and a commitment to employee well-being. As remote work continues to evolve, it is clear that it is not merely a temporary trend but a cornerstone of the future of work.

## The Dot-Com Bubble: A Cautionary Tale for Economists and Investors

The late 1990s a time period which marked the rise of internet economy. The period felt as if it is a dawn of a new world—a digital gold rush where anything with a “.com” at the end of its name was a ticket to unimaginable riches. Jobs were being created, fortunes were made, and optimism was at an all-time high but everything didn't go well and then Dot-Com Bubble emerged, a nightmare for investors and entrepreneurs. The Dot-Com Bubble, a term describing the meteoric rise and subsequent crash of internet-based companies, was one of the most dramatic financial episodes in modern history.



**Kunal Parmar**  
FY (Hons)

Historically, the Dot-Com boom can be seen as similar to technology-inspired booms of the past, like railroads in 1840s, automobiles in early 20<sup>th</sup> century, radio in 1920s and many more. The beginning of the Dot-Com Bubble was characterized by combination of rapid technological innovations and speculative investments.

The period of 1999-2000 is marked as the peak period of Dot-Com Bubble. During its peak the stock prices of internet companies were at all time high and investors were betting on these companies that they will

revolutionize the global economy. By April 2000, NASDAQ began to drop sharply and Yahoo!, Amazon and eBay were losing momentum. The correction in tech stocks had begun. By early 2001, NASDAQ saw some of its biggest drops and investors began to panic as Dot-Com companies went bankrupt or saw their stock prices crater. Companies like Amazon, eBay and Yahoo!, saw their valuations down by 60% or even more. The crash reached to its low point in 2002, when NASDAQ had fallen by nearly 80% from its peak, wiping out billions of wealth and shaking investors confidence. By 2004, the tech sector had stabilized.

To understand the reasons for bubble we must first know who lost money? The individual retail investors and hedge fund managers had to face severe loss during the crash.

The entrepreneurs who launched internet-based companies during that time lacked solid business models and many eventually went bankrupt. The main reasons because of which investors lost was unrealistic valuations, getting caught in speculative bubble. The media also played a significant role in fuelling the bubble as they painted an unrealistic picture of the “Get rich quick” mentality in Dot-Com sector.

The mistakes startup made includes ignoring business fundamentals, lack of proper cash flow management and failure to pivot. The Dot-Com Bubble can be explained through several economic theories. Concept of Animal Spirits describes how investor sentiment and confidence drive economic cycles.

During Dot-Com era, investors overconfidence led to irrational exuberance, inflating stock prices far beyond their intrinsic value. Similarly, the ‘Greater Fool Theory’ explains how investors kept buying overvalued stocks believing they could sell them at high prices and earn more profit. Behavioural economists argues that herd behaviour played a key role in this case, with investors following the crowd.

The bubble caused a significant short-term economic damage but it also accelerated the development of critical technologies.

The Dot-Com Bubble highlighted the importance of fundamental analysis rather than speculative hype. For policymakers, the bubble emphasized the importance of balancing innovation with regulatory oversight. Ensuring transparent corporate governance and preventing excessive speculation remain key priorities for maintaining financial stability. The collapse of the Dot-Com Bubble was followed by a series of corporate scandals, including Enron and WorldCom, which further eroded investor confidence. These scandals revealed widespread accounting fraud and mismanagement. To restore trust in financial markets, the U.S. government introduced the Sarbanes-Oxley Act in 2002, imposing stricter regulations on corporate governance and financial disclosures.

So, can economic bubbles really be prevented? While predicting bubbles is difficult, certain measures can help reduce their impact and frequency. Economic bubbles are often driven by irrational optimism and speculative behaviour. Preventing such bubbles requires a combination of regulatory oversight and investor education. Policy makers can improve policy which improves corporate governance and regulations can be tightened to curb speculations. Central banks play a role by monitoring credit flows and adjusting interest rates to control unsustainable market growth. Additionally, educating investors to focus on fundamentals rather than hype can reduce speculative behaviour. Ultimately, preventing bubbles requires a balance between fostering innovation and mitigating financial risks.

The Dot-Com Bubble left a lasting impact on the global economy. While it caused significant short-term economic damage, it also accelerated the development of critical internet technologies. The crash taught valuable lessons about the importance of fundamental analysis and sound business models over speculative hype. For policymakers, the bubble emphasized the need for balancing innovation with regulatory oversight to prevent future financial crises.

## The Digital Roar: beyond the game

Vatsal Jani  
FY (Hons)

The digital roar of the crowd. Not just the physical stadium shaking, but the online buzz, the hashtags trending, the virtual high-fives echoing across continents. Technology hasn't just entered the arena of sports; it's become a player itself, reshaping the game in ways we couldn't have imagined.

Imagine a world where every swing is dissected by a thousand cameras, every stride analyzed by AI, every heart beat monitored by wearables. This isn't science fiction; it's the reality of modern sports. Athletes train smarter, recover faster, and push the boundaries of human performance, fueled by data and driven by innovation. The line between human and machine blurs as technology becomes an extension of the athlete's own body, a silent coach whispering secrets of efficiency and power.

Sports used to be about raw talent and gut feeling. Now, technology is changing everything. It's like a new player on the field, and it's changing the game.

Think about it: athletes are now using high-tech tools to train. They wear special gadgets that track everything—how fast they run, how strong they are, even how well they sleep. Coaches use this data to help athletes improve. It's like having a super-smart coach who knows exactly what you need to get better.

Technology is also changing how we watch sports. We can watch games on our phones, tablets, and TVs. We can see instant replays, zoom in on the action, and even get stats about the players. It's like being right there in the stadium, even if you're miles away.

But all this technology raises some questions. Is it fair that some athletes have access to better technology than others? Is it taking the fun out of the game if everything is measured and analyzed? Are we focusing too much on the technology and not enough on the athletes themselves?

And what about the future? We might see robots training athletes, or even playing against them. We might watch games in virtual reality, feeling like we're actually on the field. It's exciting, but also a little scary.

Technology is making sports faster, smarter, and more exciting. But it's also changing the spirit of the game. We need to think carefully about how we use technology in sports, so we can make sure it's a good thing for everyone.

## Exploring the Multiverse: The Intersection of Dreams and Reality

Fans of science fiction and fantasy often find themselves drawn to the idea or concept of multiple universes, as seen in books, movies, and series. This thought suggests that reality can differ from ours in other dimensions beyond time and space, either through subtle changes or radical transformations. The concept isn't limited to fiction, but also finds its way into scientific debate. According to the Multiverse Theory, there are infinitely many universes, including our own, that can be a whole lot of things and all their fundamental laws.



**Khushi Patel**  
FY (Regular)

If someone were to ponder this theory, they could envision a world where choices are scattered over time and space, leading to unexpected outcomes. This phenomenon is known as "alternative reality". Imagine being at a crossroads, considering whether to pursue fashion design or opt for BBA. This thought stimulates creativity, opening up an enticing world. Envision a workspace packed with vivid textiles and illustrations that tell stories driven by passion and imagination. All this at once. This is where two individuals collaborate on their distinct ideas, with one showcasing sustainable designs and the other emphasizing urban streetwear as part of a diverse collection.

An upcoming fashion show at the Academy of Fashion Arts is creating an atmosphere of excitement. A mentor who embodies innovation guides students in their exploration of creativity and encourages them to challenge established practices. It's a triumph of their hard work, and now each design is taking flight on the runway. A celebrated designer could congratulate someone during this moment of success, potentially sparking conversations about securing internships in fashion capital cities such as Paris. Yet, as soon as this dream is realized, the reality begins to unfold, a blank page in bba assignment notebook becomes an overwhelming reminder of life's choices. Why?

Despite these fleeting thoughts of potential alternatives, I remain content and satisfied with my choice to pursue a BBA degree. The business world is replete with innovation and creativity. I'm constantly learning new strategies and things that are entrepreneurship, which allows me to explore my passions in ways I never thought possible.

My skill development is not just a tool for career advancement; it's essential to unlock creativity in the business world. Why?

When we examine these options, it becomes clear that every choice made determines our existence, suggesting a vast multiverse with boundless potential. What if there is one true person who was full of imagination and pursued their dreams? This imaginative exploration is a reminder that life has many adventures ahead of it. Or maybe in another galaxy, making pretty frocks or starting an all-out startup.

Consider this scenario: if you were the head of a flying car manufacturer and woke up in an alternate universe. What changes would you make? Is it possible that you are an intergalactic travel agent who offers trips to other planets? The possibilities are limitless! With your eyes closed, what kind of self-made you would you become? How will your experiences unfold in the multiverse? Escape from the world of fantasy and let your imagination run wild with it!

## Generations Unbound: A Grandfather's Legacy and the Importance of Intergenerational Bonds

Old age homes are rising in India: a study estimates a 25% increase annually each year. This sounds overwhelming to me. I am thankful to my dad who did not separate me from getting my grandparents love.

My grandfather, the cutest person on planet earth I believe, had such a great impact on my life that I could not imagine a life without him. The bond I shared with my Dadu was a pure bliss and a gift to cherish lifelong.

An hour of discussion with my grandfather was a part of my routine as a child. Our discussions usually revolved around the politics and international relations.

my grandfather had shifted to India during Partition. He was born in Karachi. His partition stories are a treasure to hear. India vs Pakistan was our favourite topic

He spoke English so fluently and encouraged me to do so. He had this unknown fascination for Maths and always said to me that Math is the only subject you can score full marks in. It was his lifelong wish to see me get full marks in mathematics.

He was an amazing personality with high intellect and cool sense of humour. Lately due to his pacing age and aging diseases he had lost control over his body muscles, and I had rather been more careful of his Health now. It became my regular duty to feed him every night and pour him a saucer of milk before sleep.

One fine night when I was pouring him Milk, he smiled at me and said that he is proud of getting a granddaughter like me.

I thought he was kidding as I had yet not scored a full in my math test.

So, I smirked to which he added in a subtle manner “Khushi, when I shall pass by it is your duty to take care of my blue diamond.”

I in utter awe of his words I said ‘Dadu, you own a DIAMOND!’ ‘Where is it? I wanna see it’

I couldn't have had imagined a more romantic human being. He said, ‘turn around and you shall see it.’

To my excitement I turned around and saw..... My Dadi sitting in a blue nightdress.

I could not stop my laughter as I saw both of them blushing

It really was a Diamond to me.

But all of this, I thought, was mischief and fun. I didn't know he meant it for real The next day when I came back from school, I was informed that He is no more My heart just broke into uncountable pieces

A major character of my life just passed away and that to without me scoring a full in math.



**Khushi Kapoor**  
TY (Hons)

This day is still imprinted in my heart clearly. The series of events just passed by so swiftly and furiously that it was hard for me to absorb it.

And with this, every time I hear someone sending their parents to an old age home, I do not understand why they want to take away the most beautiful aspect of their child's life. The relation shared between these two generations is filled with love, laughter and lessons and Every child deserves those grannie cuddles and grandpa hugs and thus no child should be kept deprived of it.

## Electric Vehicles: The next big thing or Overhyped?

A few years ago, if someone told you that electric cars would dominate the roads, you might have laughed it off. But today, EVs are everywhere—on highways, in showrooms, and all over your social media feed. So, are electric vehicles (EVs) really the future, or are we just riding a hype wave?

### *A Look Back: EVs Aren't as New as You Think*

Many people think EVs are a modern invention, but they actually date back to the early 19th century. Back then, battery-powered carriages were popular in cities because they were quieter and cleaner than steam or gasoline vehicles.



**Harsh Pramod  
Chauhan  
FY (Hons)**

But everything changed when Henry Ford's Model T made petrol cars cheap and accessible. That is when EVs took a backseat for almost a century.

Fast forward to today, and EVs are making a massive comeback, thanks to rising fuel prices, environmental concerns, and rapid technological advancements.

Companies like Tesla have made EVs not just a possibility but a status symbol. Even traditional carmakers like Tata, Mahindra, and Hyundai are going all-in on electric.

### *Why Are People Switching to EVs Though?*

There are some solid reasons why EVs are being seen as the future:

**Better for the Environment** – Unlike petrol and diesel cars, EVs do not release harmful gases like carbon dioxide and nitrogen oxides. Sure, producing EV batteries does cause emissions, but overall, EVs leave a much smaller carbon footprint.

**Cheaper to Run** – Charging an EV costs much less than filling a petrol tank. Plus, EVs have fewer moving parts, which means fewer breakdowns and lower maintenance costs. No engine oil changes, no exhaust system problems—just plug in and go!

**Government Perks** – Many governments, including India's, are offering tax benefits, subsidies, and even free public charging to encourage EV adoption. That's pretty optimistic.

**Smart Features** – EVs are more than just cars; they're like smartphones on wheels. With over-the-air updates, self-driving features, and app-controlled settings, they bring a whole new level of convenience.

### *The Global EV Landscape*

EV adoption is growing at different rates across the world:

**China – The Global EV Leader:** China dominates the EV market, accounting for nearly 60% of global EV sales. Local brands like BYD and NIO, combined with strong government support and extensive charging infrastructure, have fuelled this growth.

**Europe – The Fastest Growing EV Market:** Europe is aggressively pushing for 100% EV

adoption with strict emission laws, a ban on petrol and diesel cars by 2035, and high taxation on fossil fuel vehicles.

**United States – Catching Up:** Tesla is leading the EV revolution in the U.S., but adoption rates remain lower compared to China and Europe. The Inflation Reduction Act and government incentives are expected to accelerate EV adoption in the coming years.

**India – A Market with Huge Potential:** India is witnessing rapid EV growth, especially in the two-wheeler segment. However, challenges like inadequate charging infrastructure, high costs, and reliance on imported batteries are slowing down widespread adoption.

***EVs in India: A Growing Market With Huge Potential!***

India’s EV industry is booming, but it is mostly led by two-wheelers. Companies like Ola Electric and Ather Energy are dominating the market with electric scooters, while Tata Motors is leading in the car segment with models like the Nexon EV. In 2023 alone, India recorded 1.5 million EV sales, a 50% increase from 2022.

Leading Indian EV Manufacturers:

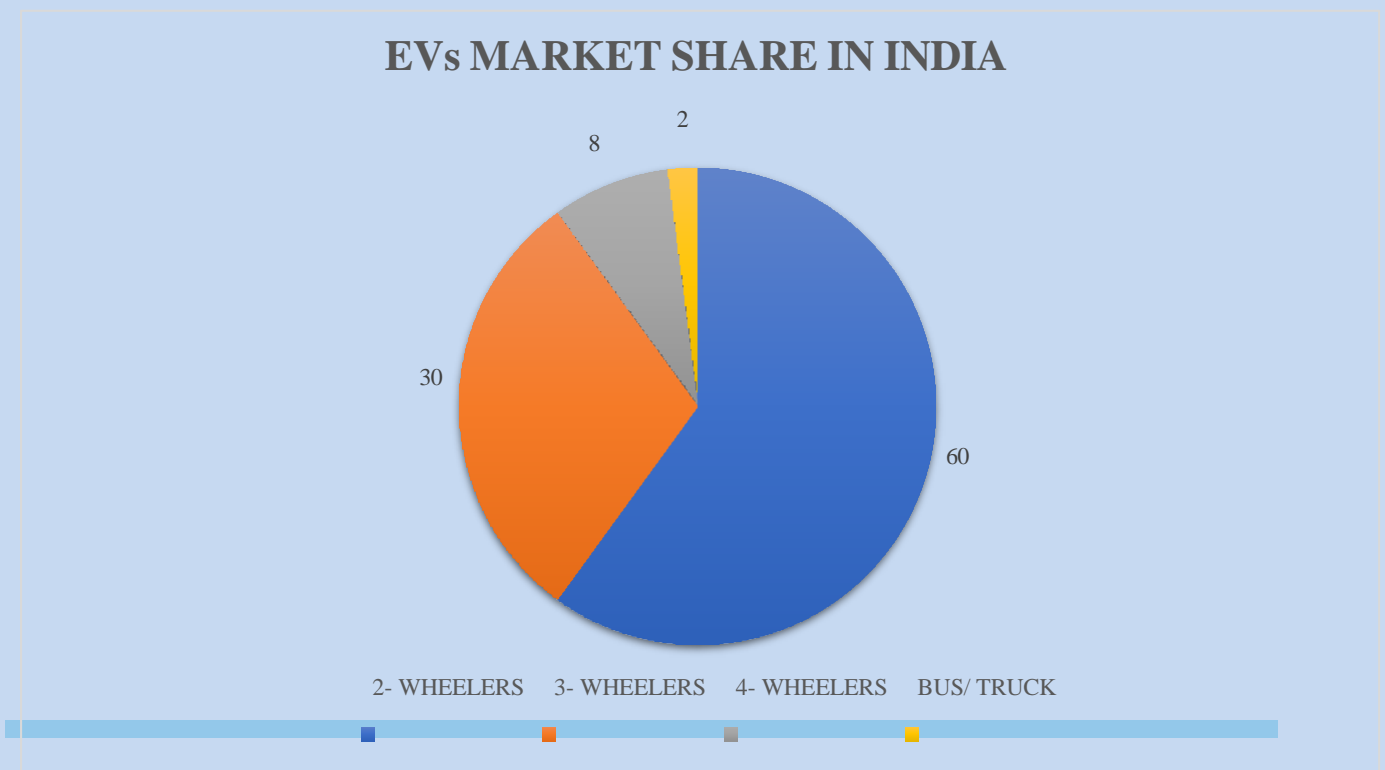
**Tata Motors** – Dominates the EV market with models like Nexon EV, Tigor EV, and Punch EV.

**Mahindra Electric** – Expanding with XUV400 EV & future models.

**Ola Electric** – Leading in electric scooters, expanding into electric cars.

**Ather Energy** – Premium electric two-wheelers with smart features.

**Bajaj & TVS** – Competing in electric bike & scooter segments.



### *Challenges Holding India Back*

**High Initial Costs** – EVs remain more expensive than petrol/diesel cars due to costly battery components.

**Lack of Charging Infrastructure** – India currently has around 10,000 public EV charging stations, but experts believe at least 50,000 are needed for smooth adoption.

**Battery Dependency on Imports** – India heavily depends on China for lithium-ion batteries, increasing costs and raising concerns about supply chain stability.

**Range Anxiety** – Many buyers fear running out of battery in areas with few charging stations.

### *Solutions for a Stronger EV Future in India*

**Boosting Domestic Battery Manufacturing** – Lithium reserves found in Jammu & Kashmir and Karnataka could reduce reliance on imports.

**Expanding Charging Networks** – The government aims to install 46,000+ charging stations across India to address range anxiety.

**Financial Incentives & Tax Benefits** – Programs like FAME (Faster Adoption and Manufacturing of Electric Vehicles) are helping lower the cost of EVs for consumers.

**Encouraging Research & Development** – Investing in alternative battery technologies like sodium-ion and solid-state batteries can make EVs more affordable and efficient in the long run.

**Mandating EV Adoption for Public Transport** – Shifting buses, taxis, and delivery fleets to electric will create a ripple effect for mass EV adoption.

### *Final Verdict: Game-Changer or Just Hype?*

EVs are no longer just a futuristic dream—they are here, and they are growing fast. But are they the best choice for everyone right now? Not necessarily. If you have easy access to charging, an EV can be a great investment. But for those in areas with limited infrastructure, petrol and diesel cars are still the more practical option.

So, are EVs the future? Probably. Are they perfect? Not yet. But one thing is for sure—the automotive world is changing, and it is electrifying!

## Section 3: Short Stories



## Finding “Us” between the Noise and the Quiet: From Crowds to Corners

The path to the destination is always the same, the only difference is of the traveler and the journey, the enjoyment of which is in the fate of only the lucky ones. When two people with extreme behavior board the train of love, then, then the thought itself sends butterflies in the stomach.

I hope you are feeling this or you will feel it in a little while.....



**Bhavyam Marvadi**  
SY (Regular)

The dusty lanes of their shared hometown, a small, unassuming place nestled amidst rolling fields, held no memory of their paths crossing. Yet, destiny, with a playful nudge, decided to introduce them in the sprawling, vibrant chaos of a metro city.

A cultural event at the beginning of the winter, a splash of colors and sounds, brought them together. He, Rishi, a whirlwind of energy, always surrounded by people, a social butterfly flitting from conversation to conversation. She, Isha, a quiet observer, her eyes holding a depth that belied her gentle demeanor, stood a little apart. Their brief interaction was a fleeting moment, a few shared smiles, a quick exchange of names and hometowns. "Oh, you're from...?" The realization hung in the air, a shared origin, a tiny thread connecting them in the vastness of the city. Then, silence.

Isha abruptly returned home, an unexpected, hushed event pulling her away. Rishi, curious and concerned because in his first time, Rishi felt something different and peaceful near Isha, decided to reach out. He found her number, dialed, and a hesitant voice answered.

The call, intended to be a brief inquiry, stretched into a long, comforting conversation. He learned of her situation, of the quiet strength she possessed, and she, in turn, felt a sense of unexpected understanding from him.

After that the calls became a regular ritual. Rishi, with his busy schedule, found himself carving out time for these conversations. He, the life of the party, discovered a sense of peace in Isha's quiet presence. She, the introvert, found herself drawn to his vibrant energy, his ability to see beyond the surface.

Their differences were stark. He was a whirlwind of activity, always on the go, his life a carefully orchestrated chaos. She was a still pond, reflecting the world around her, content in her own company. He was loud, expressive, his emotions painted in bold strokes. She was subtle, nuanced, her feelings conveyed in whispers and glances.

Yet, beneath the surface, a deeper connection blossomed. Rishi, despite his extroverted nature, possessed a surprising maturity, a wisdom that resonated with Isha's insightful soul. Isha, though reserved, had a remarkable depth of understanding, a quiet empathy that drew Rishi in.

Each call was a treasure, filled with laughter, shared stories, and insightful discussions. They

explored their differing perspectives, their attitudes, their abilities, and their dreams.

He learned to appreciate the beauty of silence, the power of introspection. She discovered the joy of spontaneity, the thrill of embracing the moment.

The calls filled a void they didn't know existed. Rishi found a sanctuary in Isha's calm presence, a place where he could shed his social mask and simply be himself. Isha found a kindred spirit in Rishi, someone who understood her without judgment, who saw her for who she truly was.

When Isha finally returned to the city, their reunion was a silent celebration. A shared glance, a hesitant smile, their first hug was just like a match of two blind oceanic waves and the unspoken acknowledgment of the bond that had grown between them. The air crackled with unspoken emotions, a silent symphony of anticipation and hope.

They spent time together, exploring the city, sharing meals, and simply enjoying each other's company. The joy was palpable, a quiet bliss that permeated their every interaction. But neither dared to speak the words that hung in the air. They wanted to know each other, truly know each other, face to face, outside the realm of phone calls and shared secrets.

They wanted to build a foundation of genuine understanding, to ensure that the connection they felt was real, lasting, and built on more than just shared hometown roots and late night phone calls. They were waiting, patiently, for the right moment, for the perfect opportunity to express the feelings that were blossoming within them, a silent promise of a love story yet to unfold.

## Sister's Reunion

Riti, beautiful and secretly kind, and Ritika, her elegant and sweet older sister, were co-directors of a content creation company. They hadn't spoken in months due to a past incident. Riti also knew something about their dad's accident. Riti, focused on work, even spied on a rival CEO. When employees gossiped, Riti's anger flared.



**Kinal Jain**  
**SY (Regular)**

The company's 50th-anniversary party arrived, and Ritika tricked Riti into attending, knowing she wouldn't come otherwise. Riti's stunning appearance made Ritika happy. At the party, Riti met Rohan, her childhood crush, whom she recognized by marks on his heels. Karan, Riti's funny and clumsy friend, dared her to dance and sing with Ritika, creating a rare moment of sisterly joy. But the moment was fleeting; Riti abruptly pulled away.

Later, when two men bothered Ritika, Riti fiercely defended her, declaring Ritika her sister. Rohan and Karan also intervened, scaring the men away. Ritika was touched, but Riti brushed it off, saying she'd help anyone in that situation. Rohan was impressed. In a close moment, Rohan caught Riti when she stumbled.

At another meeting, Riti learned Rohan was the chairman's son, a director, and a filmmaker. For the company's sake, Riti and Ritika had to get along. Things were going well until Ritika found Riti's files and, in a surprising outburst, accused her of interfering. Riti explained it was work with Karan, but Ritika wouldn't listen.

It turned out Ritika had tried to protect Riti in the past, but a misunderstanding drove them apart. Karan and Rohan were both jealous of each other because of Riti. Later, Ritika apologized for her outburst. While driving, they discussed their dad's accident, and Ritika hinted at knowing something. Suddenly, a truck crashed into their car. Ritika was badly hurt, possibly losing her memory. Rohan and Riti grew closer, while Karan and Ritika became friends.

Finally, the sisters reconciled, their bond stronger than ever. Ritika's memory returned just as Riti was in danger. Rohan, Karan, and Ritika came to her rescue. They discovered the rival CEO had deliberately caused their dad's accident and brought him to justice. With the truth revealed, they found closure and lived happily ever after.

## Section 4: From the Faculty Fireside



## Dwarka – The Gateway to Divinity

As I step down from the bus and walk towards the city of my beloved, the sun rises over the Gomti Ghat and the ancient city of Dwarka awakens to the rhythmic chants of prayers, the gentle sound of temple bells and the mooing of cows on the street. This sacred land, nestled on the western coast of Gujarat, is more than just a pilgrimage site—it's a journey through time, faith, and mythology and for me, almost my second home.

Dwarka, meaning "gateway", is one of India's most revered cities, deeply rooted in the legends of Lord Krishna. The Dwarkadhish Temple, also known as Jagat Mandir, is the crown jewel of this holy city. It stands 78 meters tall, supported by 72 intricately carved pillars, and is believed to be over 2,500 years old. I enter the temple premises with hundreds of other devotees who throng here to witness the grandeur of the Trivikrama form of Vishnu – where Lord Krishna is depicted with four arms, holding the chakra, mace, conch, and lotus. The temple's flag, adorned with the symbols of the Sun and Moon, is changed four times a day, signifying eternal divinity. It is indeed a moment to behold as the designated person climbs up the tall and sharp temple spire. For all the viewers below, it is a sight that inspires emotions from awe to pride and from fear to respect.



**Dr. Dhaval Kataria**

Beyond the Dwarkadhish Temple, the city is dotted with sacred sites like Sharda Peeth which is a revered seat of learning founded by Adi Shankaracharya. Gayatri Mandir & Geeta Mandir are temples reflecting the spiritual depth of Hindu scriptures. The very famous Bhadkeshwar Mahadev Temple is a mystical Shiva temple, submerged partially by the sea during high tide. Now renovated artistically, it captures the beauty of the ocean and the land together. Watching the sunset from the backside of the temple is magically peaceful.

Just a few metres from there is the Sunset Point & Lighthouse which are perfect spots to witness the Arabian Sea embracing the twilight. And a recently structured kids area nearby makes sure that the kids have a great time too, as you witness the sun set on the westernmost part of the country.

You must explore the surroundings of the glorious city through Dwarka Darshan – with government and private vehicles taking you across the city, you spend almost 6-7 hours to indulge

in the finest of the pilgrimage. At some distance from the city, is the Rukmini Temple, dedicated to Lord Krishna's chief consort Rukmini, embodying devotion and love.

The next step is the Nageshwar Jyotirling – one of the twelve Jyotirlings of India – the most revered Shivlings. A tall idol of meditating Shiva welcomes you to the simple yet calm and beautiful temple. The third stop is the Gopi Talav – a mythical pond that is said to have clay with healing properties based on legends from the scriptures. And then is the highlight of the trip. A short boat ride from Dwarka takes you to Beyt Dwarka, an island believed to be Krishna's residential kingdom. Here, visitors can explore Dwarkadhish Mandir – A serene temple surrounded by the Arabian waters, Hanuman Dandi – A sacred shrine depicting Hanuman's role in Krishna's era and Gurudwara & Chorasi Dhuni – Pilgrim sites symbolizing religious harmony and ancient meditative traditions. With a new bridge connecting the two lands, it is a photogenic ride.

For those seeking tranquility beyond temples, Dwarka offers pristine beaches. Okh Madhi Beach is a quiet retreat with golden sands. Mulvel Beach & Momai Mata Mandir are a perfect blend of spirituality and scenic beauty. Shivrajpur Beach is a Blue Flag-certified beach, ideal for relaxing by the crystal-clear waters and also indulge in water sports of a basic level.

The ideal months to explore Dwarka are October to March, when the weather is pleasant, making spiritual walks and temple visits even more divine. But my personal favourite season to visit Dwarka is the monsoon, as the city is engulfed in windy downpours, the dark clouds over the mighty ocean is a sight that will stay with you forever.

Dwarka is not just a destination; it is an experience—a place where history, mythology, and spirituality blend seamlessly. Whether it's the chants at Gomti Ghat, the serene boat ride to Beyt Dwarka, or the majestic sight of the Dwarkadhish Temple standing tall against time, this journey leaves every traveler spiritually fulfilled. As Krishna's legendary city, Dwarka calls upon all who seek peace, devotion, and a connection with the divine.

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## Event Marketing Beyond the Classroom: An Immersive Learning Experience

Teaching event marketing has always been a dynamic experience that thrives on creativity, strategic thinking, and hands-on execution. Unlike subjects confined to textbooks, this course required students to step into the real world, experiment with ideas, and understand the intricate process of event promotion. To ensure they gained practical exposure, the teaching pedagogy was designed to integrate experiential learning, making the classroom a space where ideas transformed into tangible marketing strategies.



Dr. Arnaz Wadia

### Visual Storytelling: The First Step into Event Marketing

The journey began with an engaging exercise in visual storytelling, designed to help students understand the three critical phases of event marketing:

- Pre-Event Marketing: Strategies to generate interest and build anticipation.
- During-Event Engagement: Methods to enhance audience participation and create memorable experiences.
- Post-Event Promotion: Approaches to sustain interest and evaluate success.

Students were assigned diverse event themes like corporate summits, cultural festivals, music concerts, and charity fundraisers and tasked with developing promotional campaigns. Working in teams, they explored brand positioning, sponsorships, audience targeting, and engagement tactics, using poster-making as a creative medium to express their strategies. Through discussions and brainstorming sessions, they carefully selected color schemes, messaging techniques, and influencer partnerships. The activity encouraged them to think beyond conventional marketing tactics and consider the emotions, behaviors, and motivations of their target audience.

### Pitching Ideas: From Concept to Persuasion

With their campaigns ready, students presented their ideas to peers and faculty, simulating real-world marketing pitches. Each group showcased their event strategies with compelling narratives, engaging visuals, and persuasive arguments. This stage of the course was not just about presenting but it was about defending ideas, adapting to feedback, and refining marketing plans. Faculty and classmates challenged their assumptions, questioned their branding choices, and encouraged them to think critically about execution. Some students used storytelling techniques to make their pitches more compelling, while others incorporated digital media to enhance their presentations.

This interactive session proved to be a turning point, as students learned to articulate their ideas with confidence, handle critical questions, and strengthen their ability to communicate marketing strategies effectively.

### From Planning to Execution: The Ultimate Challenge

The final challenge required students to move from conceptualization to strategy development for a real event. They were asked to create a detailed marketing and operational plan for events such as a Garba Night, Music Concert, Book Fair, or Charity Fundraiser.

This exercise pushed them to address critical event planning aspects, including:

- Defining event objectives and target audiences.
- Crafting a compelling brand identity.
- Designing a promotional strategy across digital and offline platforms.
- Identifying sponsorship opportunities and partnerships.

- Managing budgeting, logistics, and risk assessment.

As students navigated through these elements, they encountered real-world challenges balancing budgets, negotiating sponsorships, and ensuring logistical feasibility. Some had to modify their strategies to align with financial constraints, while others explored innovative promotional techniques, such as leveraging influencer marketing or community-driven engagement.

### **The Transformation: From Learners to Marketers**

By the end of the course, a noticeable shift had taken place. Theoretical concepts had been internalized through practical application, and initial uncertainties had been replaced with confidence. Students no longer viewed event marketing as just a subject but they also understood its complexities and challenges for strategic decision-making. The course had gone beyond traditional teaching methods, empowering students with real-world skills in branding, problem-solving, and stakeholder management. It reinforced the importance of experiential learning in business education, ensuring that students were not only well-versed in marketing theories but also capable of applying them effectively in the professional world. Thus, event marketing, at its essence, is about crafting experiences that resonate long after the event ends. This course embodied that philosophy, offering students more than just academic learning and became a journey they truly embraced.

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## In search of Red Munia

The second weekend of February brings unexpected excitement to me. I usually grab opportunities to capture birds with my Professional wild life camera with my friend Smit Shah on every week from August to March on every week end. I was watching one gripping web series on 15<sup>th</sup> February 2025 on Netflix. So, I was unsure about my bird photography visit with Smit.



Dr. Belur Baxi

All of a sudden, my phone rang at 4.45 am!

Smit: Good Morning Sir.

Me: Go...od Morning.

Smit: R u ready sir?

Me: "for...?"

Smit: We have decided to capture Red Munia. I have already identified the place.

Me: "Oh ho." (on 15<sup>th</sup> February we have decided to go to capture Red Munia but web series hangover had shown its impact).

Smit: "I am waiting at Smatva Bunglow. Please be there by 5.30 am. You special tea is with me sir".

Smit always keeps motivating me for Wild Life Photography and always gives "Lalach"/"attraction". Don't know if this time it was the tea or Red Munia. I got ready and rushed to his residence at 5.35 with my Nikon D7500 camera and Wild life Photography Lens. Winter is about to leave us, but the cold can be felt in early morning in the outskirts of Ahmedabad.

Smit had already traced out the place where Red Munia generally comes for its morning breakfast. It was a huge farm. At the end of the farm, there was a Neem Tree. Red Munia and other birds enter the farm through it only.

We just came out of the car to capture Red Munia. It was around 6.30 am in morning and we felt cold. Immediately me and Smit fetched out our jacket from the back side of the car. Cold has captured us slowly and gradually. We waited for 15 minutes at the corner of the big farm (big open land with cold wind). All of sudden we listened a big noise of a group of birds and we got alert in our search of Red Munia. But it was a group of Babblers. We feel very depressed. Smit and me had decided to sit down right at that corner of farm. The scene was superb. Two professors sitting down in the farm in search of one special bird armed with our professional cameras. I and Smit felt very relaxed. We can hear the wind and feel the warmth of the land. Actually, farm has extracted all the tiredness in that small time. Meanwhile, sun was getting brighter. All of sudden Smit and I woke up with sorrow and got into the car.

We had just moved a hundred yards and we saw White Throat King Fisher sitting on a perch. Kingfisher was in full sunlight view and was just grooming itself. We just captured this moment in our camera from the car itself. We got some of the best pics of Kingfisher in the last four years. One can count each quill of the Kingfisher. It was an amazing experience. We felt that this kingfisher was giving a special pose for us.

Kingfisher is one of the unique birds in the world who capture fish in a most sophisticated aerodynamic manner. The speed at which it jumps in the pond and capture fish is 25 miles per hour. In this case, the shape of beak plays a significant role. Beak is so powerful that it can make dive easier due to its unique aerodynamic design. Railway engineers of Japan have studied

Kingfisher's fish catching activity and developed the engine of the Bullet train. Engineers had developed five different models of the bullet train. But, none of them was able to face the power of air. Finally, Kingfisher's beak shape had been used for successful transportation. The Gujarati name of White Throat King Fisher is "KalKaliyo". Goa is the only place where we can find six different types of Kingfishers.



After clicking it, our sorrow of not being able to trace out Red Munia immediately come to our mind. We desperately searched for Red Munia on both sides of the road. All of a sudden Smit had heard the noise of Red Munia. We slowly moved car in that direction. Ultimately, we found it. Red Munia was taking "Sand Bath". It gives us just two minutes to capture.



After clicking Red Munia, we just get relaxed and feel mission complete. I told Smit that today we got a jackpot of capturing the Kingfisher as well. He told me ....” Jana tha Japan aur Pahuch Gaye China”. I said please rectify it.

We went to Japan via China. But certain things are best left unexplained. Red Munia is a small finch or sparrow who lives in groups. Strikingly pretty small finch. Males are largely red and covered in white spots with dark wings and tail. We can find it in the Indian subcontinent and in South East Asia. Its scientific name is “Red Avadavat”. Bird Photography needs patience and it gives an opportunity to understand and enjoy nature very closely.

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## Experiencing Soul and Sword: A History of Political Hinduism by Hindol Sengupta

Hindol Sengupta's *Soul and Sword: A History of Political Hinduism* is an extraordinary examination of the intersection between Hinduism and politics, tracing the trajectory of evolution from ancient times to the present. The title is symbolic of Hindu civilization's duality—the divine that plays the *damru* also wields the trident, and the flute-player of Vrindavan is also the wielder of the *Sudarshan Chakra*. Hinduism, as presented by Sengupta, is not just a religious tradition but also a force that since its inception has engaged with political realities, countering adversaries and evolving over time.



Dr. Anjali Ramnani

### About the Author

An award-winning historian, journalist, and author, Hindol Sengupta is known for his extensive works on Indian history, culture, and political narratives. He has written multiple books, including *Being Hindu*, *Recasting India*, and *The Man Who Saved India*, which have received accolades. His writings often highlight the themes of economic development, nationalism, and the cultural identity of India. A World Economic Forum Young Global Leader, Sengupta's approach to history combines rigorous research with compelling storytelling, making his works resonate with both - academic scholars, and general readers.

### The Crux

The book highlights Hinduism's engagement with politics as an inevitable result of a faith's interaction with the world. Sengupta argues that Hinduism has always had a political dimension, and its history is deeply entrenched in India's present political landscape. The rise of political Hinduism, particularly in the last decade, has seen a shift from the fringes to the mainstream, under the leadership of a party that does not shy away from embracing it openly. The author traces the roots of this political ideology in a much older history, by referring to landmark figures such as Veer Savarkar, and Bankim Chandra Chattopadhyay, whose novel *Anandmath* introduced the concept of *Hindutva* as a driving nationalist force.

### Key Figures in Political Hinduism

Sengupta's book goes beyond references to contemporary figures, and dives deep into historical personalities who shaped political Hinduism, as we know and understand it today. He discusses the contributions of Sri Aurobindo, Swami Vivekananda, Deendayal Upadhyay, Savarkar, and Shivaji—each of whom played a pivotal role in defining Hindu political consciousness during India's freedom struggle. The book also underlines how India's national song, *Vande Mataram*, became a key aspect of political ideology at the time of independence.

### India – a powerful force to reckon with

One of the book's central themes is India's rising position in the global arena. Sengupta in his book indicates that for India to transition from a middle power to a great power, it must first develop a strong sense of self. A nation ought to first narrate its own story to its own people, before it can project itself confidently to the world. According to the author, India's civilization has all that it takes for this rise, but our historical narratives remain fragmented, and even unaccounted. The book underscores the fact that by coalescing these fragmented elements, India can build a grand narrative necessary for global assertion.

## Perspectives and Debates – Historical and Intellectual

Apart from giving insights into the current political landscape of India, the book offers an intricate historical analysis, particularly of the early 19th-century transformation in India when English-educated intellectuals like Bankim Chandra Chattopadhyay began openly challenging British colonial narratives about India's religious and social practices.

Sengupta narrates an interesting anecdote involving Scottish missionary Alexander Duff, who critiqued Indian rituals, only to be logically countered by Swami Vivekananda at the Parliament of Religions in 1893. Vivekananda defended the scientific and philosophical foundations of Hindu rituals, showcasing its intellectual depth in front of the world.

Another profound aspect of the book is how it draws a parallel between Nehru and Savarkar—two figures often perceived as diametrically opposite in their ideologies. While their visions of politics differed dramatically, their vision for the motherland and early conceptualizations of the nation were strikingly similar. The book highlights how these seemingly opposing figures found common ground in their shared devotion to building India's identity. This was perhaps the most intriguing aspect of the book for me.

### Highly recommended

*Soul and Sword* is a gripping narrative of political Hinduism's historical roots and its present-day stance. Sengupta presents an engaging yet nuanced argument, about how Hinduism has always been engaged with politics, and its resurgence in the present time is an extension of a much older tradition. The book is undisputedly a remarkable contribution to the discourse on Hindu identity, nationalism, and India's political evolution. One may choose to agree or disagree with the takeaways the book has to offer, but it undeniably provides thought-provoking insights on the role of Hinduism in building India's past, present, and future.

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## The Business of Happiness: How Brands Weave Joy into Advertising

Happiness is a radiant emotion, a universal language that transcends borders, cultures, and demographics. Brands have skillfully harnessed this profound sentiment, crafting marketing strategies that evoke nostalgia, warmth, and sheer delight. Whether through a comforting bite of chocolate, the fizz of a soda, or the thrill of a surprise discount, businesses have transformed happiness into a powerful tool for connection and engagement.



Dr. Mrunal Mehta

### The Psychology of Happiness in Branding

Happiness is more than just a fleeting emotion; it is an intricate blend of contentment, joy, and fulfillment. Companies have long recognized that intertwining their products with these emotions fosters deeper customer loyalty and drives purchasing decisions. A heartfelt story, a beaming smile, or an uplifting experience lingers in the minds of consumers, shaping brand perception and fostering lasting relationships.

### Brands That Paint the World with Happiness

Certain brands have seamlessly woven happiness into their DNA, making it the very essence of their identity:

- **Vadilal HAPPINEZZ** – This beloved ice cream brand has introduced "HAPPINEZZ" counters, capturing the sheer bliss of indulging in a frozen delight with family and friends.
- **Sunfeast Bunfeast** – With the heartwarming tagline "SPREADING THE SMILE," this brand celebrates the joy found in the simple pleasure of a delicious snack.
- **Coca-Cola** – A pioneer in happiness branding, Coca-Cola has long inspired joyful moments with campaigns like "Open Happiness" and "Share a Coke."
- **McDonald's** – The golden arches stand as a beacon of cheerfulness, with the famous tagline "I'm Lovin' It" resonating across generations.
- **Retail Sales & Discounts** – Many brands entice consumers with "HAPPINESS SALES" and "JOYFUL DISCOUNTS," transforming the shopping experience into a delightful adventure.

### The Emotional Connection: Where Memories and Marketing Meet

Happiness thrives in the company of friends, in the pursuit of passions, and in the echoes of cherished childhood memories. Brands tap into these sentiments, creating powerful emotional bonds with consumers. Nostalgia marketing, for instance, rekindles fond memories of carefree days, making brands feel like old friends rather than mere products on a shelf.

### The Art of Spreading Happiness as a Brand Strategy

The alchemy of happiness in branding extends beyond advertisements—it permeates customer experiences, shaping the way businesses interact with their audience:

- **Smiling Staff & Warm Customer Service** – A genuine smile at the checkout counter can brighten a customer's day, turning a routine purchase into a delightful encounter.

- **Feel-Good Advertising** – Campaigns showcasing friendships, family gatherings, and joyous celebrations tug at heartstrings, fostering an emotional connection.
- **Surprise & Delight Tactics** – Unexpected discounts, thoughtful freebies, and personalized offerings leave customers with a sense of appreciation and delight

### **The "Fake It Till You Make It" Phenomenon in Marketing**

Scientific studies suggest that even a forced smile can trick the brain into feeling happier. Brands leverage this psychological insight, infusing their campaigns with upbeat jingles, vibrant hues, and lively messaging. The result? A positive association that subtly influences consumer behavior, making products feel synonymous with joy.

### **The Future of Happiness in Branding**

As the world evolves, so does the art of spreading joy. Brands are now turning to AI-driven personalization, immersive experiences, and emotionally intelligent marketing to craft tailor-made moments of delight. From interactive shopping journeys to digital campaigns that predict customer desires, the future of branding will continue to orbit around the golden glow of happiness.

### **Conclusion**

Happiness is not merely a state of being—it is an experience, a connection, a beautifully woven tapestry of emotions that brands have learned to masterfully craft. Whether through vibrant advertisements, heartwarming product experiences, or the warmth of exceptional customer service, businesses that champion joy will always leave an indelible mark.

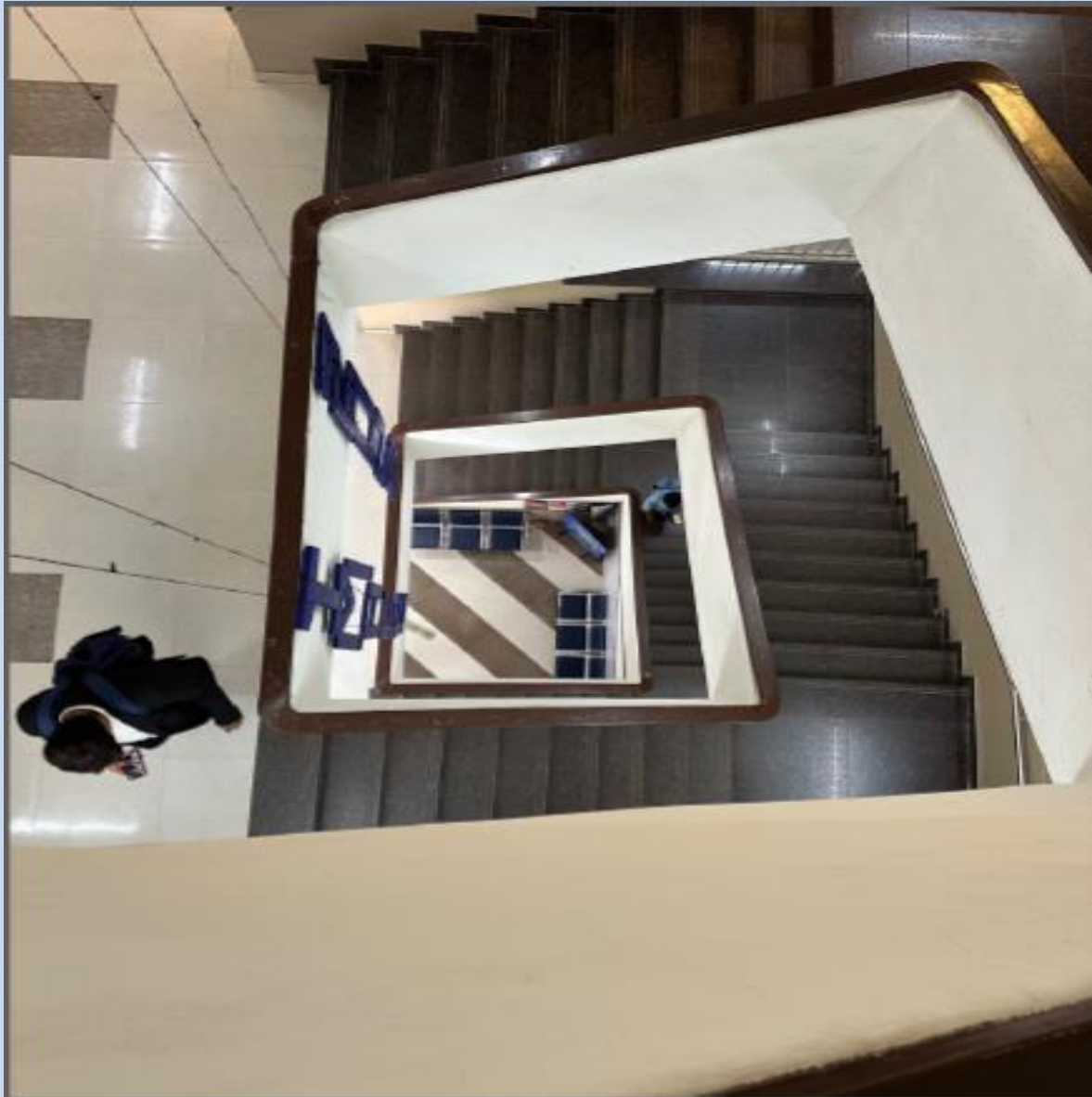
So, the next time a brand brings a smile to your face, remember—it's more than just a fleeting moment of cheer. It's a meticulously designed strategy, a masterstroke in the grand painting of consumer engagement. And perhaps, in the midst of it all, it's a reminder that happiness is always within reach.

**Author Bio:** *Dr. Mrunal Mehta is an Assistant Professor at the Faculty of Business Administration. She has more than 10 years of experience in academics and 2 years of experience in corporate.*

## Section 5: Photographs



Jitendra Suthar  
FY (Hons)



**Step by Step to Greatness**

Shahan Mistry  
FY (Hons)



**Natural Beauty under Moonlight**



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