



Keshav Mahavidyalaya

University Of Delhi

NAAC ACCREDITED INSTITUTION - "A" GRADE

NIRF 2017 RANK 15

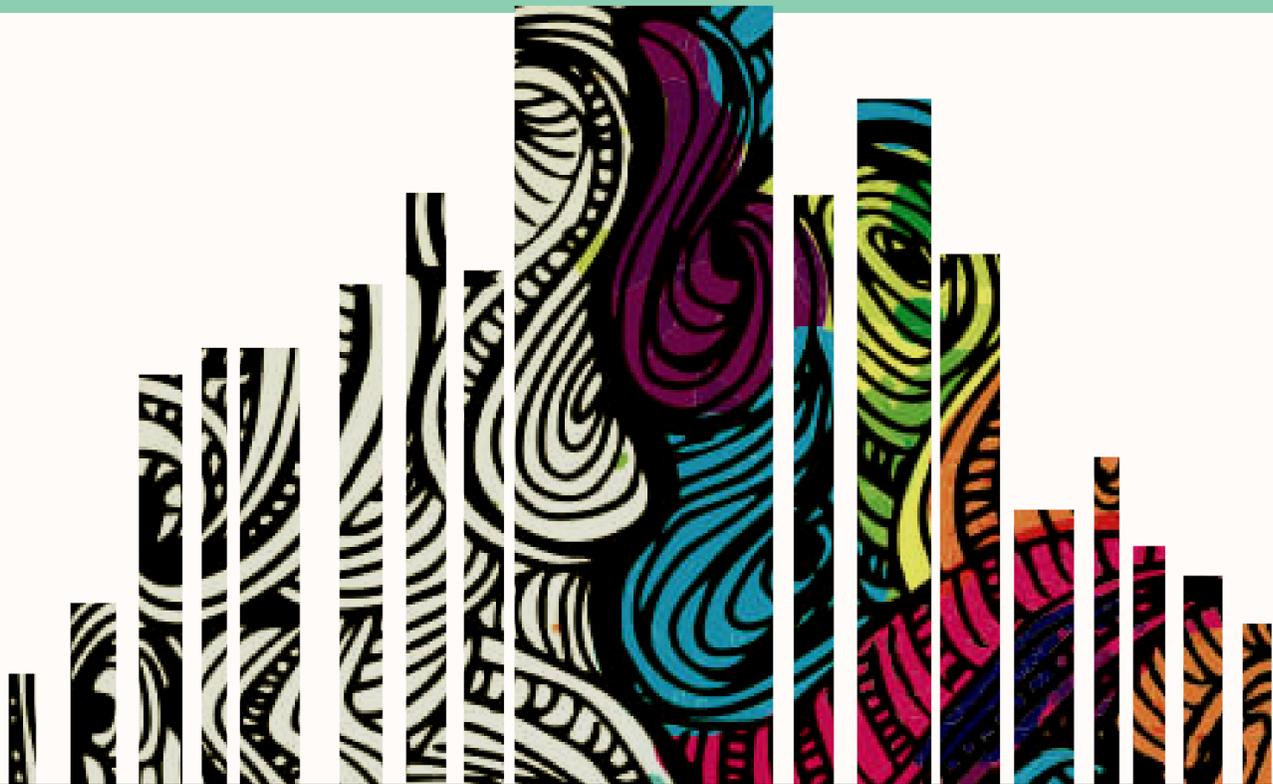


Department Of Commerce

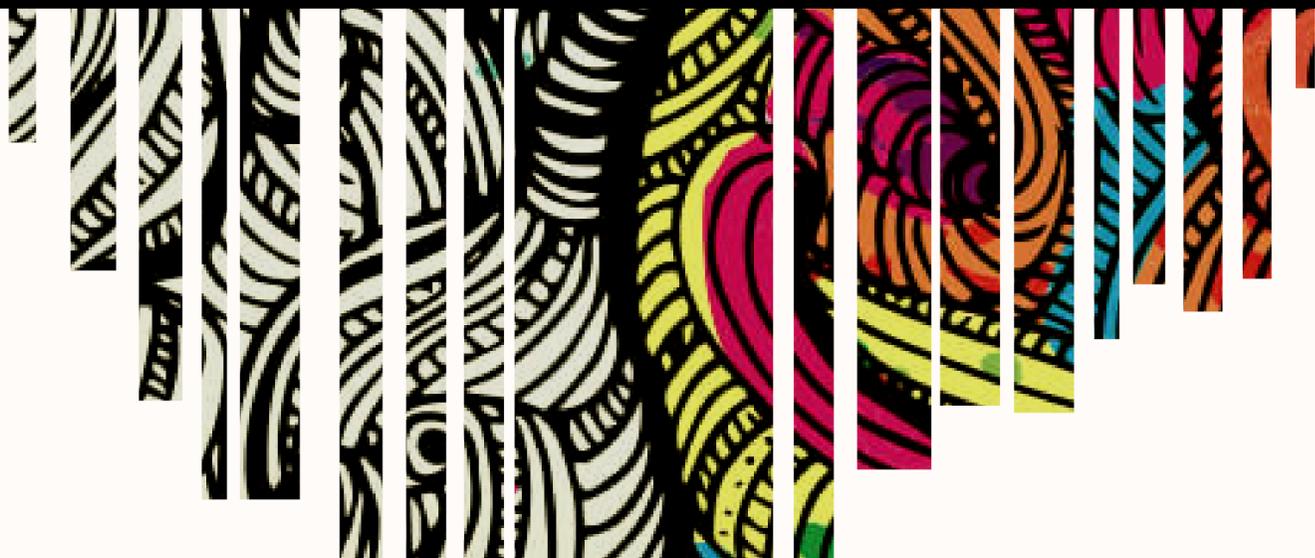
BIZWORLD

presents

GENESIS



INDIA: LAND OF OPPORTUNITIES AND CHALLENGES



8th Edition- 2018

Message from the Principal

Dear Readers,

With immense pleasure and pride, I hereby acknowledge and appreciate the efforts undertaken by the Department of Commerce for launching the 8th Edition of their Annual Magazine “GENESIS”. This magazine is an outcome of creativity, hard work and enthusiasm of the students under the able guidance of their faculty members. We are well aware that our nation is becoming the new land of opportunities. As part of nation building, various initiatives have been devised by the Government of India to transform India into a global design and manufacturing hub. Schemes like Make in India, Digital India, Startup India etc. have been launched for empowering the youth of today.



With easy availability of avenues like skill enhancement, setting up of incubation centres and provision of easy loans for setting up own set up, the nation is rapidly progressing towards the fastest growing economy.

The students have incorporated articles on such relevant topics of present times. I am sure their message through their articles shall reach the masses.

My heartiest congratulations and best wishes to the department for bringing out this issue of Genesis.

**With Best Wishes,
Dr. Madhu Pruthi**

MESSAGE FROM OUR TEACHERS

Dear Readers,

My greetings to you on yet another issue of GENESIS! It gives me immense pleasure to pen down the message for 'Genesis- 2018'. The purpose behind this endeavor is to churn out the immense potential talent hidden within the young minds as part of overall personality development. Prominently, the theme incorporated is analogous with the contemporary phase in India, namely, 'India: The Land of Opportunities and Challenges'. This is in view of the assorted prospects for growth, development and advancement accessible in the country. To name a few such junctures, Make in India, Start-Up-India, Digital India and many more initiated by the government expounds the exertions.



**Anita Mendiratta
(Teacher In Charge)**

I would like to take this opportunity to express my sincere gratitude to our principal, Dr. Madhu Pruthi, who has always inspired us with her words of motivation. I gratefully acknowledge the efforts and role of the Bizworld Committee, specifically Dr. Padma SaiArora and Dr. Shalini Devi. I would like to congratulate the writers for their creative pursuit and thoughts. My compliments to the entire editorial team of Genesis for their dedicated effort in enriching the academic life of the Department of Commerce, Keshav Mahavidyalaya. I sincerely appreciate all the office bearers of Bizworld Society for their untiring energies and teamwork.

It gives us immense pleasure to see the 8th edition of Genesis-the annual magazine of Department of Commerce, Keshav Mahavidyalaya in all its glory.

It is a platform that vows to bring the creative side of the students forward, acknowledging their work and appreciating it. Genesis as the culmination of the work of faculty members and the students of the Department of Commerce is a way to promote this ideology. With articles on diverse topics like Digitization, Stress Management and financial inclusion etc., we hope the readers have a joyous time reading it.

We congratulate the editorial team for putting up yet another brilliant edition.



**Dr. Padma Sai Arora, Dr. Shalini Devi, Ms. Anita Mendiratta
(Bizworld Committee)**

Message from the President

“Destiny is not accepted, it’s created, running a marathon of consistency, discipline and hard work.”

After all the blessings from my respected teachers and my colleagues, it’s my turn to express gratitude towards all who have been a part of my journey. They all have been the strongest support system I could ever have asked for. This place wasn’t just a society for me, it was my family. Each day was a challenge and concurrent to which was an opportunity to grow. My aim had always been to channelize the efforts of the team towards the achievement of our goals of making this entity phenomenal and proud.

I was blessed to have such a wonderful team which had been the backbone of our entity.

My vision foresees that if we aren’t becoming better, we are becoming worse. Keeping this vision in our hearts we planned in our minds in order to contribute to the radical growth of the society.

Bizworld has helped me in polishing my leadership skills and develop a greater sense of responsibility. It had led me understand the diversified human resources and the cause and effect relationship of every action or vision.

From organizing the first speaker session of Erudition to our annual fest Fledgling, it had been an honour for me to lead my team and make these events a grand success.

I want to pay my gratitude to our respected principal mam Dr. Madhu Pruthi, the Department of Commerce , my extraordinary team and all the students who contributed their efforts to our vision and made this name Bizworld a perpetual entity.

I want to give a message to anyone who reads this article that *Life is too short to be comfortable, and doing the same thing every day, challenge your innerself and unleash the greatness within. Keep working hard and run after your destiny.*

I hope all the readers have a great time reading this.



Abhinav Wadhwa

Message from the Vice President

*“Before You Are a Leader, Success Is All About Growing Yourself;
But When You Become A Leader, Success Is All About Growing Others.”*

What I believe is that leaders become great not because of their power but because of their ability to empower others and this was my primary concern as the Vice President of Bizworld- the Commerce Society.

Being a part of this competent society first as a Junior Executive and then as a Senior Executive, quite early in my journey I realized the significance of co-operation, teamwork and unity in a relatively protean environment. Getting the first tinge of professionalism stimulated me to do better and explore even more. It taught me the importance of patience, commitment and hard work.

Commerce is a natural conversation between human beings and due to the colossal presence of social interactions, commerce needs personnel with good intellect and amiable personality. In reference to this we took up various personality development and knowledgeable sessions this year to uplift and synergize the students.



“A Person Who Feels Appreciated Will Always Do More Than What Is Expected.”

The teachers of Keshav Mahavidyalaya helped and encouraged us at every step and were a source of inspiration in all our endeavors. It had been the collective efforts of my team members who worked diligently throughout the year.

As it is said - *“Alone we can do so little, together we can do much”*, It was the effort of the executives who are the backbone of the Bizworld and made the organizing of our very first speaker session possible- Erudition'18 followed by our Annual Commerce Fest Fedgling'18.

My message to the executives and juniors is to carry on the same dedication and hard work in future as the fruit for hard work is always sweet.

Lastly, to bring out a magazine is a task in itself but an opportunity to explore the creative dimensions. I express my heartiest congratulations to the editorial team for putting their sincere efforts and bringing out the 8th edition of Genesis.

With utmost love & gratitude for the institution,

Aditya Chamaria

Message from the Editorial Board



"Make your life a masterpiece, imagine no limitations on what you can be, have or do."

It has been correctly said that immense and core hard work always lead to success. As the work related to the 2018 edition of Genesis, the Annual Magazine of Commerce Department of Keshav Mahavidyalaya, comes to a halt, it is all set to start a new journey, where it will be subjected to the appreciation and criticism of its readers. The topic that it would be focusing upon is INDIA: Land of opportunities and challenges.

Genesis is a memory of the experience, the hard work that went into bringing together yet another important issue, embracing the intellect and skill set of the students of commerce department. It has been testament to the dedication and the enthusiasm that goes deeper into the making of a Departmental Magazine. We thank the teachers for giving support, encouragement and a free hand in this endeavor. Last but not the least; we'd like to extend our gratitude to principal ma'am for an expert analysis and some valuable critique. We wish all our readers an elated time while they go through the magazine.

Happy reading!

Editorial Team

Chief Editors: Rashi Deepani & Palak Garg

1. Geetika Jain

2. Bhavya Chugh

3. Seema Sharma

4. Bhashita Juneja

5. Ruchika Garg

6. Tanya Ahuja

7. Komal Kaur Khamba

Financial Inclusion in Rural India

Current status of financial inclusion in rural India

Financial inclusion may be defined as ease of accessibility of financial services offered by financial institutions to every individual of a nation for harvesting monetary benefits. Financial inclusion means that individuals and businesses have access to useful and affordable financial products and services that meet their needs – transactions, payments, savings, credit and insurance – delivered in a responsible and sustainable way (World Bank, 2017). Here I am going to throw a light on the status of financial inclusion and its coverage in rural India.

In context to India, there is a great need to promote the idea of financial inclusion, especially to rural India as they are not familiar with services provided by the government for their upliftment. By connecting them to the country's financial system, they will contribute in the economic development of India. The three major dimensions that determine the depth of financial inclusion in a region or country are:

- a) Branch penetration (branches per 1000 km.)
- b) Credit penetration (number of loans, borrowers, agricultural advances)
- c) Deposit penetration (saving deposit accounts)

Urban India is connected with the country's financial system to a large extent but instead of a lot of initiatives taken by the government of India, rural India still faces some problems in one or other ways. Around 73% of farmer households have no access to formal sources of credit (RBI Report, 2017). While comparing with China on branch penetration scale it is found that India has only 30.43 branches per 1000kms while China has 1428 branches per 1000km. And when we talk about ATMs India has 25.43 while in China there are 2975 ATMs per 1000 km. Bank deposits as a percentage of GDP in India 68.43% while in China it is 433.96%. So this clearly states where India stands when compared to its neighbouring country China.

World Bank Group considers financial inclusion a key enabler to reduce extreme poverty and boost shared prosperity and has put forward an ambitious global goal to reach Universal Financial Access (UFA) by 2020.

According to ASSOCHAM, just Rs 100 per household every month could bring over Rs 12000 crore from the 45% of unbanked households in rural areas. So it is evident from the data that how this unbanked section can participate in the capital formation of the country by acting as a major source of investment.

EY report titled "Decoding Mobile Financial services" notes that over 90% villages in India are still without commercial bank (EY Report, 2016).

Various key initiatives by the government to connect the Rural India to the financial system directly or indirectly from the time India got independence are:

- a) Nationalization of banks
- b) Priority sector lending
- c) Establishment of regional rural banks
- d) Self-help group bank linkage program
- e) And the latest big initiative was Pradhan Mantri Jan Dhan Yojna so that every Indian has a zero balance bank account connected with several benefits of insurance and Rupay cards to withdraw money.

Irrespective of these and various lots of initiatives taken by government rural India still

has not come under the financial ambit. It has been found that there is a trust deficit in rural

India towards the financial institutions which provides the various financial services. Lack of knowledge about various schemes offered by the

financial system to rural India to take them under the umbrella of the financial sector is also a serious problem that needs to be taken care off in due time.

To conclude, I would like to say irrespective of what has been done, there is still a lot left for the government and financial institutions to be achieved to reduce the inequality between urban and rural areas. Banks should set-up special information desks or should install screens in their branches to inform people about the various schemes and benefits of connecting with the financial system. The benefits of connecting with financial system should be displayed in local languages so that it is easy to understand for everyone. With the financially excluded population of 47% in India, the opportunity for mobile-based financial services (mobile branches, mobile ATMs) is substantial (EY report, 2016).

Mohd Tariq Azizy
Assistant Professor
Department of Commerce
Keshav Mahavidyalaya
(University of Delhi)

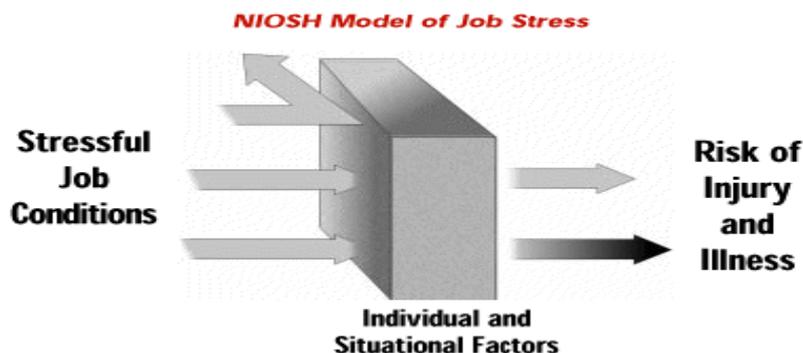
COPING UP WITH STRESS

Stress is a part of day-to-day living of every individual. The college students may experience stress in meeting the academic demands, people on the job, business men may suffer stress to reach office in time and to complete the projects on time and even the house hold ladies may experience stress in managing the home affairs and to look for the maid servant. The reasons for the stress differ from person to person. The stress people experience should not be necessarily treated as harmful. An optimum amount of stress can always act as an energizer or motivator and propel people to apply the efforts and complete the work. But a high level of stress can be serious threat to the personality trails of the individual and can cause physiological and social problems. Stress is the "wear and tear" our bodies experience as we adjust to our continually changing environment; it has physical and emotional effects on us and can create positive or negative feelings.



While some workplace stress is normal, excessive stress can interfere with your productivity and performance, impact your physical and emotional health, and affect your relationships and home life. It can even mean the difference between success and failure on the job. You can't control everything in your work environment, but that doesn't mean you're powerless—even when you're stuck in a difficult situation. Whatever your ambitions or work demands, there are steps you can take to protect yourself from the damaging effects of stress, improve your job satisfaction, and bolster your well-being in and out of the workplace. Everyone who has ever held a job has, at some point, felt the pressure of work-related stress. Any job can have stressful elements, even if you love what you do. In the short-term, you may experience pressure to meet a deadline or to fulfill a challenging obligation. But when work stress becomes chronic, it can be overwhelming — and harmful to both physical and emotional health.

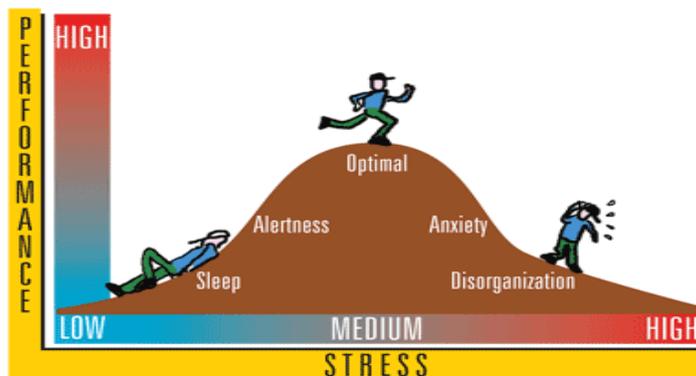
As we have seen, positive stress adds anticipation and excitement to life, and we all thrive under a certain amount of stress. Deadlines, competitions, confrontations, and even our frustrations and sorrows add depth and enrichment to our lives. Our goal is not to eliminate stress but to learn how to manage it and how to use it to help us. Insufficient stress acts as a depressant and may leave us feeling bored or dejected; on the other hand, excessive stress may leave us feeling "tied up in knots." What we need to do is find the optimal level of stress, which will individually motivate but not overwhelm each of us.



How can I tell what is optimal stress for me?

There is no single level of stress that is optimal for all people. We are all individual creatures with unique requirements. As such, what is distressing to one may be a joy to another. And even when we agree that a particular event is distressing, we are likely to differ in our physiological and psychological responses to it.

Stress Performance Connection



How can I tell manage stress better?

Identifying unrelieved stress and being aware of its effect on our lives is not sufficient for reducing its harmful effects. Just as there are many sources of stress, there are many possibilities for its management. However, all require work toward change: changing the source of stress and/or changing your reaction to it. How do you proceed?

The Nine Stress Management Tips:



1. Know what stresses you most: -The first and foremost requirement is the identification of stress. Get your feelings out. Write them out and describe each situation. Share all bad feelings with a friend or in a journal. Before you can conquer your stresses you must know what is stressing you.

2. Stay focus on goals- Focus on your own goals and objective which you want to peruse'. You must know yourself, your dreams, and your passions. If asked to chair another group or take on another responsibility, look at your mission statement or goals for the day. If it is does not fit it there say thank you but I just cannot. Saying no is one of the hardest things in life, but will help make you a success in your chosen field.

3. Learn to relax: - Work hard but know when to take time off to be with the family, go to the beach, or read a book. Work all day if you must but when you get home play, watch cartoons, or tell your child a story. This allows stress tension to go away and helps you calm the heart's pace and digest food normally, and protect your immune system. Learn to meditate and take deep breaths to calm down.

4. Eat healthy: - Eat less junk food and more fruit and vegetables for an amazing overall lowering of stress levels. We can actually lower the amount of the bad stress hormone, Cortisol, by taking vitamins. Take those vitamin pills daily.

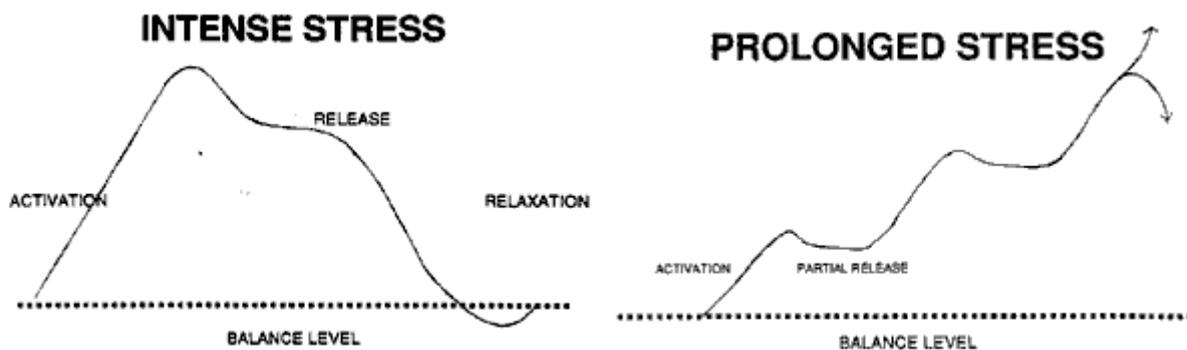
5. Keep laughing and Exercising: - Keep a sense of humor. Studies show a good attitude helps lower cancer rates, makes surgery more effective, and keeps a relationship together through hard times. Do exercises and daily work out is necessary for body and immune system.

6. Find the reasons and causes: - Why are you doing this? Write down your wants, needs, goals, hopes, and dreams. Does what you are doing now help you get fulfill any of these things? What is your motivation? The more you understand why you doing what you are doing the less stress you will have. If you cannot come up with a good reason, then stop doing it.

7. Stay active:- Exercise is a great way to relive tension and gives you a great break from exams. A healthy body makes a happy body. Even a three-minute jog is helpful at taking your mind off your pressures. You'll come back with an acute focus and renewed energy.

8. Follow your bliss:-Try to know which subjects and type of people you enjoy. Structure your life around activities that you love. Joseph Campbell, a wise philosopher, advises you to follow your bliss. The more you do in life that goes with your own flow, the more passion you'll have for what you do.

9. Organize and Prioritize. Do the worst and hardest tasks first. Keep a to-do list and calendar with you at all times. If you fail to plan, you plan to fail.



We generally believe that the stress is caused by the external events and the dynamics of the environment. But we need to emphasize the fact that the Stress is caused by our reaction to the external environment. The manner in which we perceive and understand the changes or the particular event creates same event can bring happiness and cause stress in two different people depending upon how they react to it. When students are asked to prepare a presentation, some may take it to the other students may be perturbed by it for the fear of his weakness. So, Stress is our reaction to external events and it can be positive or negative depending upon how we react, it is the general wear and tear of the body machine that takes place due to extra demands put on it. Stress is the biggest killer in the Western world and the cause of huge losses of production in industry. But the techniques to combat stress and increase well being in your daily life are within your reach –if you know how to go about them.

The Successful Stress Management course gives you guidance on the changes necessary to overcome and reject negative emotions, and to replace them with positive ones that give you true quality of life. Your course will enable you to consider the causes and effects of the stress in today's world, and help you plan strategies for managing and controlling stress to develop a healthy sense of self-esteem. This is a much-needed course in today's world of increasing anxieties, and is invaluable whether you want to benefits yourself or make a career out of giving guidance to others. Stress is the “body's non-specific response to any demand made on it”. Stress is not by definition synonymous with nervous tension or anxiety. On one side stress provides the means to express talents and energies and pursue happiness on the other side it can also cause exhaustion and illness, either physical or psychological.

Instead of attempting to fight stress with fast food or alcohol, do your best to make healthy choices when you feel the tension rise. Exercise is a great stress-buster. Yoga can be an excellent choice, but any form of

physical activity is beneficial. Also make time for hobbies and favorite activities. Whether it's reading a novel, going to concerts or playing games with your family, make sure to set aside time for the things that bring you pleasure. Getting enough good-quality sleep is also important for effective stress management. Build healthy sleep habits by limiting your caffeine intake late in the day and minimizing stimulating activities, such as computer and television use, at night. Techniques such as meditation, deep breathing exercises and mindfulness (a state in which you actively observe present experiences and thoughts without judging them) can help melt away stress. Start by taking a few minutes each day to focus on a simple activity like breathing, walking or enjoying a meal. The skill of being able to focus purposefully on a single activity without distraction will get stronger with practice and you'll find that you can apply it to many different aspects of your life. Accepting help from trusted friends and family members can improve your ability to manage stress.

Stress affects millions of people. One of the most common forms of stress is that related to our careers and the workplace. In today's economic difficulty, work related stress is even more pronounced than ever before. Worries about whether or not people will be able to keep their job, their health insurance, and even keep their homes, plays a large role in stress, and the possibility of losing a job can be scary. Another word for stress is tension or anxiety. When someone experiences stress, there are many different symptoms and repercussions. Depending on the level and frequency of stress, some of these symptoms can become serious and cause a myriad of problems. Stress affects people both mentally and physically. The heart rate increases, headaches can develop, and often people become irritated much more easily. Individuals who work in high stress or dangerous jobs as well as those who are employed at a place where there is a high pressure environment are often prone to experiencing stress. Work environment, coworker relations, and customer pressures can all contribute to stress at work. Understanding how to manage, minimize, and deal with stress can help people feel more relaxed and react when stressful situations as they arise.

Stress isn't always bad. A little bit of stress can help you stay focused, energetic, and able to meet new challenges in the workplace. It's what keeps you on your toes during a presentation or alert to prevent accidents or costly mistakes. But in today's hectic world, the workplace too often seems like an emotional roller coaster. Long hours, tight deadlines, and ever-increasing demands can leave you feeling worried, drained, and overwhelmed. And when stress exceeds your ability to cope, it stops being helpful and starts causing damage to your mind and body—as well as to your job satisfaction.

If stress on the job is interfering with your work performance, health, or personal life, it's time to take action. No matter what you do for a living, or how stressful your job is, there are plenty of things you can do to reduce your overall stress levels and regain a sense of control at work.

(These details are the part of the research programme)

(Not to reprint again)

Dr. Pardeep Kumar
Associate Professor
Department of Commerce
Keshav Mahavidyalaya
(University of Delhi)

ORIENTATION PROGRAMME



Bizworld –The Commerce Society of Keshav Mahavidyalaya organized an orientation programme for the newly admitted commerce students at the institute premises on 23 September 2017. The major objective of the programme was to make the students aware of the commerce society, the rules and regulations of the society and its working. It included all the past achievements of the commerce society, an introduction to the Annual Commerce Fest of Keshav Mahavidyalaya- FLEDGLING and some about the commerce magazine –GENESIS.

In her brief address to the students, the Principal of Keshav Mahavidyalaya, Dr. Madhu Prurthi expressed delight over the fact that the institute has achieved a lot in past few years. She also thanked CA Hansraj Chugh for sparing out his quality time for this auspicious occasion.

CA Hansraj Chugh while delivering a speech on the occasion, briefed the students about GOODS AND SERVICE TAX (GST). He stressed the importance of dedication to one's profession and the need to have proper planning before taking up and implementing any project.



The real treasure of India is its intellectual capital. The real opportunity of India is its incredibly skilled work force. Raw talent like here is nowhere else in the world.

-Jack Welch, CEO, General Electric

EMERGING markets used to be a beacon of hope in the world economy, but now they are more often a source of gloom. China's economy is slowing. Brazil is mired in stagflation. Russia is in recession, battered by Western sanctions and the slump in the oil price; South Africa is plagued by inefficiency and corruption. Amid the disappointment one big emerging market stands out: India.

If India could only take wing it would become the global economy's high-flyer—but to do so it should not lack behind in the service sector. In developing countries like India, the service sector can lead to inclusive growth through backward and forward link, by ensuring equitable access to basic services at low prices, by creating employment opportunities, and by developing human capital. This sector has the been a major contributor to India's GDP and its growth. Along with this the sector has the largest share of organized employment. In the past decade with the rise in GDP and per capita incomes, the number of people below the poverty line has declined. Moreover, India has one of the youngest populations in the world with 54% below 25 years of age. All this is leading to a change in consumption patterns with an increase in demand for discretionary services like education, personal care and restaurants. The Indian market is large and unsaturated, and most services have been opened up for foreign investment. India wants to be a knowledge-based hub, and the government is promoting exports of services. All these factors will drive the future growth of the service sector.

There are, however, a number of concerns. India does not have a policy that can lead to inclusive growth, and numerous governing bodies and a lack of coordination among them adversely affect the growth of the sector. In many types of services, the regulations are outdated, and there are FDI restrictions and regulatory barriers. The sector has not been able to create sufficient employment either in terms of quantity or quality of jobs. There are wide variations in the growth of different types of services and great disparities in access to services; a major proportion of the poor in India do not have access to basic services such as healthcare and education. Infrastructure is weak, so the cost of service delivery is high.

The service sector will be able to contribute to inclusive growth by enhancing investment, creating employment and human capital, and developing infrastructure. It is important for a developing country like India with a large, young population to generate quality employment and to move up the value chain. India needs private investments in key infrastructure services such as transport, energy, and telecommunications. It can attract FDI and private investment only with a stable, transparent, non-discriminatory, competitive policy environment. If the reforms suggested here are implemented, they will enhance the productivity and efficiency of the service sector and lead to inclusive growth.

Bhavya Chugh
Year II Section-A



Since years policy-makers have been debating how to give a thrust to manufacturing in India and make India a Global Manufacturing Hub. But it is Mr. Narendra Modi, who within a matter of months, launched the 'Make in India' campaign in September 2014 to facilitate investment, foster innovation, enhance skill development, protect intellectual property & build best in class manufacturing infrastructure. The main objective of the scheme was job creation and skill enhancement in 25 sectors of the economy hence permitting 100% FDI. This programme was a dream of most visionary leaders and our honourable prime minister and it brought the much needed economy reform in the country. Make in India was a sensible approach to a critical situation: by 2013, the much-hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade. India was tagged as one of the so-called 'Fragile Five' as the promise of BRICS nations faded. The investors debated whether the world's largest democracy was a risk or an opportunity as India was on the verge of severe economic failure. Make in India was launched by Prime Minister against the milieu of this crisis, and became a rallying cry for India's innumerable stakeholders and partners. It was an influencing, stimulating call to action to India's citizens and business leaders, and an invitation to potential partners and investors around the world.

Prime Minister of India, Mr. Narendra Modi said that the people of the whole world should come and manufacture in India. The people here have skill, talent, discipline and the desire to do something. This programme is competent in attracting foreign investment and increasing employment, it creates a demand for specific skilled people which would further create a requirement to train people in various sectors and skills which is a time consuming process. The Make in India scheme has also cleared the vague picture of deciding FDI ratio in various sectors like railways, defence etc. by applying determined terms. The various sectors focused in Make in India scheme are the ones which are responsible for the major economic growth of the country and include automobile railways, tourism, pharmaceuticals, mining, space and astronomy, IT etc. the scheme achieved great results and has already soared India's ranking in ease of doing business index. Within 3 years, India jumped from 142nd ranked to 100th rank. However there were various challenges for the Make in India programme. Make in India campaign is at loggerheads with the Make in China ideal that has gained momentum over the past decade. China is a major rival to India when it comes to outsourcing, manufacturing and services business. The Modi government aims at booming the primary sector. However it has felt that the labour reforms and policy reforms which are fundamental for the success of Make in India campaign have not yet been implemented.

The Make in India scheme also had various environment complications like pollution, disruption of land etc. but keeping the negative impacts aside this scheme has earned great results and the aim of launching this scheme i.e. to make India a world level manufacturing power house does not seem to be a dream now. Make in India programme is working efficiently. In January 2015, Memorandum of Understanding was signed between the Spice Group and the government of Uttar Pradesh stating that Spice would start a phone manufacturing unit there, with an investment of Rs.500 crores. In late December, Vivo Mobile India began manufacturing smart phones at a plant in Greater Noida. The plant employs 2,200 people. Also there are many projects that are being undertaken which shows that Make in India is growing excessively in India.

Rashi Deepani & Sanyam Jain
Year II Section-C Year I Section-C



CULTURAL ENTREPRENEURSHIP IN INDIA

Cultural entrepreneurship means creation of any product or service that primarily targets one's tastes, and that is an expression of one's tastes, whether it's in fashion, movies, music, stories, games, cuisine, or opinions. What we have to understand is that culture, more than almost any other industry, is almost always in the private domain; but only in very unfortunate countries is culture significantly done by the public sector. So, culture is produced by private individuals who spend effort creating it, marketing it, and try to make a living by selling it. These industries are well set, though most run on low margins and the companies involved are primarily small, and universally cash-strapped. So, culture is a hot bed of entrepreneurship. India has had a few mature, advanced cultural sectors for a while. Film and music were both enthusiastically adopted very soon after Independence and those industries have grown to be world-class. Restaurants were also universally present, along with iconic eateries in every city. The change that we are seeing now is the growth of new cultural sectors: an explosion in publishing, breakthroughs in animation, a revival in comics, a bit of growth in fashion, a slow boil in gaming, and very importantly, a massive influx of recreation spaces which was led by the incredible growth experienced by cafes in the last decade. We have to understand that India is severely underserved with regards to cultural consumption.

DIFFERENCE BETWEEN CULTURAL ENTREPRENEURSHIP AND NORMAL ENTREPRENEURSHIP

The only difference is that since cultural products deal with the taste of the consumer, there is every possibility that they will fail. You just do not have a model to predict success, and the difference between a hit and a flop is so large that you can't build a proper NPV/ROI calculation. This scares away institutional investors, not because the risk of failure is so much more than, say, internet technology, but because they feel like they cannot predict it, and they don't have control. In every other dimension, they are similar.

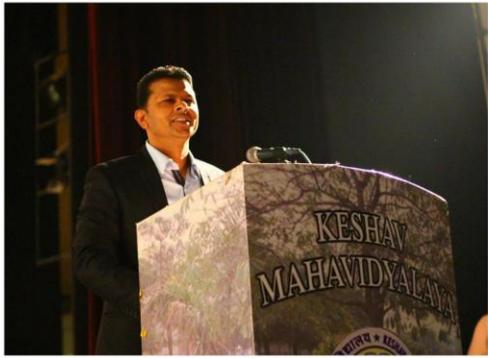
STATE OF CULTURAL ENTREPRENEURSHIP IN INDIA

Cultural industries all over the world make less money than technology and industrial goods. It's the same in India. However, cultural industries play a disproportionate part in forming the identity of a country and apart from a few large companies, most of this is done by small groups of people, small entrepreneurs. India is actually not badly placed in terms of cultural products, since there is a lynchpin industry which actually makes some kind of big money – the movie industry. Some people see that as a threat, but it can be considered as a great strength, since smaller, more nascent, less profitable industries can link to the movie industry to thrive. For example, books don't make money; but if more books start getting made into hit movies, both industries thrive. Similarly, the movie industry can greatly push forward the development of gaming, animation, and comics. It already provides a bulwark for dance and music.

The following changes can help in the growth of cultural entrepreneurship in India:

Industry recognition is important. This really helped Bollywood, and as more industries open up, the same would apply. Also, Private investors – especially VCs and angels – have to understand that they are over-investing in technology and e-retail, and a few other sectors, and ignoring the vast whitespace of consumption that culture represents, more because of a difficulty in valuation and predictability rather than actual higher risk of failure.

Palak Garg
Year II Section-B



ERUDITION'18

Erudition'18, Where Journeys are travelled through words.

To celebrate the warmth of words, Bizworld: The Commerce Society organized its first speaker session on January 30, 2018. The theme was *Transforming Passion into Profession*. Two speakers were invited to share their experiences in their respective fields.

The first speaker was Dr. PKD Nambiar, a Marketing strategist, entrepreneur and one of the top 10 motivational speakers of the country. Armed with over 18 years of experience, Mr. PKD Nambiar, the Managing Director & CEO, Flags Communications and Chairman, B-Square Group of Companies, is a name to reckon with the industry today. Mr. Nambiar has left no stone unturned. He is a charming personality indeed. Second speaker was CA Ashish Kalra, a Chartered Accountant by profession and a Cartoon Artist by heart. A person with incomparable height, handsome personality and a bag of fun. He is double CA, Chartered Accountant by education, and Cartoon Artist by heart. He is the 16-Year-Old hearted veteran with success and teaching in his blood.

The event started by Lamp Lighting. Then our honorable Principal, Dr. Madhu Pruthi welcomed our guests and thanked them for accepting our invitation.

First, Dr. PKD Nambiar shared his journey and opinions with the audience. He motivated audience through that pep talk which was followed by an interactive session, where students asked some questions from him. Then CA Ashish Kalra told how he infused his passion into profession, how he could have a good job in an MNC but he chose teaching because it was his passion. This was followed by a question-answer session. Students found him amusing and fascinating because of his jolliness. It was a great session indeed.

The office bearers of Bizworld proposed and organized an enriching and motivational speakers' session in the college. This was possible only because of the constant support of the teachers of Bizworld Committee.



There is much similarity between the field of warfare and rein of business. More contenders are fighting for less resource is the fundamental definition of warfare and that is also the fundamental definition of business. There are more people who are trying to sell to fewer customers. There are more advertisements following on less mind-share and more people who are in placements but less jobs over there.

Let's take another perspective. Any technology that we use today has either been invented or been scaled up because of warfare. Just look at Radar, X-Rays, Sonar, Commercial Aircrafts, Internet etc. are being originated because of warfare. When it's the war for existence then the countries bring their best mind, their best resources and try to put it in an effort to create the best technology.

If one looks at Ogg structure, the smallest unit in the armed forces across the world, is usually a section of 10 men and these 10 men are given the charge of one individual. The next unit is normally a Platoon which is commanded by a Lieutenant and a unit above that is a company commander who will command a captain or a major and so on...

When we look at a business, it starts with a group of 10-15 persons. When they scale up, they normally go to 40-50 people and more.

One can clearly see that the spans of control that are used in business is exactly the same as warfare and thus we can conclude that anything we do, its origin lies in warfare.

If one is thinking that war is bad then let's pick the ear from another side. I have a story to share with you: When mankind first started we had the hunter tribes and farming tribes. At a particular time when hunters had nothing to hunt, they were starving, they realize that if we can hunt lions, tigers and other dangerous animals then why can't we attack on farming tribes and take grains from them and they started attacking farming tribes. Soon farming tribes realize that we can't just do farming, we also need to raise our own Army and when they started raising their own Army, one guy figured out that the cost of raising this Army is 10 times more than the grain that hunting tribes are stealing from them and why can't we just exchange and give them a portion of grain and ask them not only to attack but also to protect us from other attackers and that's how tribes got together and nations were formed.

Today with this article I want to share a tool that is used in Armed forces across the world to design complex operations and the beauty of this tool is that it can be learned by a person of average IQ because generally the day to day ground operations are being performed by semiskilled or unskilled labor as- salesman, delivery boy, etc.

This tool can be used to design any operation. It can be used to develop a business plan. It can be used by start-ups to scale-up. The tool is:

'Z-KITBAG' (kit-bag is a bag in which soldier carries their stuff.)

Explanation:

'Z' stands for 'ZAMEENI NISHAN'. It basically means the lay of land. Whenever one is planning an operation, one needs to know, in which conditions one is going to operate in? Are they mountains or desert? What is the wind condition? Can you land para troopers over there? etc. In business the term 'ZAMEENI NISHAAN' is Environmental Scan, one need to know in which environment they are going to operate. If business, you are getting into is medical business, what are entry barriers, what is the level of rivalries there? For all this before making any further plan, one needs to do Environmental scan.

'K' stands for 'KHABAR'. When one is planning an operation, he/she needs to know information. Information about competitors; what is their strength? How much fund do they have? What is their resourcefulness? What is their ability to attack? In business the same thing is applicable because unless one does a competitor study before entering into market, he/she will be blindsided by competition which is already there in market. The next part of 'KHABAR' is your own 'KHABAR'. What's your capacity? What is your strength? etc.

'I' stands for 'IRAADA'. There must be clarity in 'IRAADA' so that last trooper in the organization understands it without any ambiguity. Now the reason why troopers need to know the strategic intent in complete clarity is that they must assume the order, if order is not given, so that in case commander is killed/not available or there is any communication breakdown then the troopers need to know what would they do if the commander would give them orders, they should assume orders in absence of orders. The same analogy is in business, when you state an intention that we will capture 35% of the market share within 48 months that clarity has to be there in the entire organization.

'T' stands for 'TAREEKA'. What's the methodology? How will I achieve my intention? Will I do it in one phase or in five phases? Who will be the commander of each phase? How will they hand over the next phase? How will it be known that phase one has completed and phase two needs to begin? So each element of 'TAREEKA' should be designed step by step.

'B' stands for 'BANDOBAST'. To do this mission how many troops do I need? What kind of artillery support do I need? What kind of air support do I need? If air support won't come, what will I do? What's the plan B? All of these elements are dealt in 'BANDOBAST'.

'A' stands for 'ADMINISTRATION'. So, one might recruit 6k people, where is the logistic come from? Where will they sit? Who will give them Laptops? Where will they get internet connectivity from? Who will manage their H.R.? Most business succeed or failed because of logistics, There are many businesses which are doing well but they fail because of cash flow(it is nothing but logistic).

'G' stands for 'GHADI MILAO'. In Armed forces, All might have noticed that they are very punctual. As Business Environment is Dynamic and Organization need to implement some policies promptly So all need to work in synchronized way, Otherwise Organization have to bear heavy losses. "All watches must be synchronized".

3100 is the number of start ups in India in 2014, the number grew to 4200 in 2015 but most of them remain unrecognized because of various mistakes in their organizational structure, strategies and others. I just want to say that by building your organizational structure around the individual experience, you will get the best performance from your employees.

Bhuvnesh Yadav
Year I Section-A



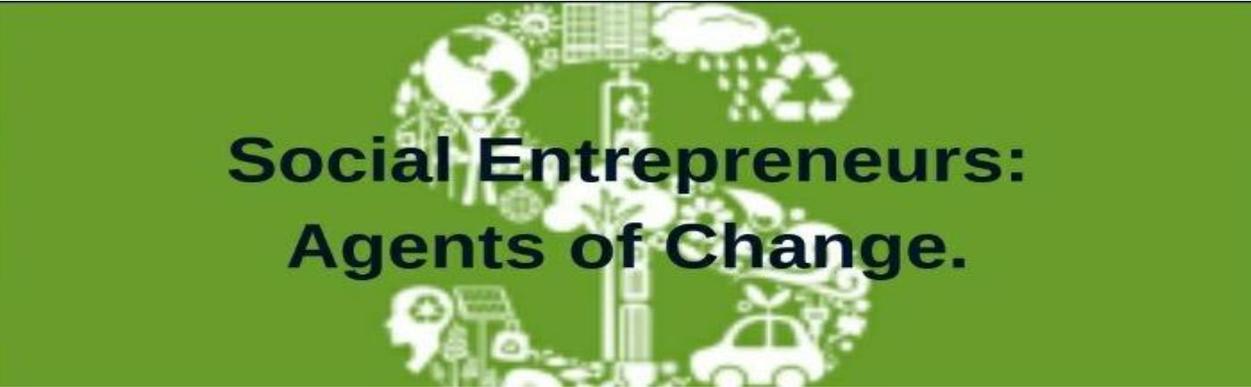
We live in a world which is changing rapidly and in the field of commerce the latest innovation that has come up is CRYPTOCURRENCY. A cryptocurrency is a decentralized digital currency that can be used as a payment system globally whose value is determined by demand and supply. BITCOIN is one of the cryptocurrencies, developed by Satoshi Nakamoto released in 2009. Bitcoin users have virtual wallets to store bitcoins which can be managed using applications that can be downloaded on smart phones, tablets and personal computers.

The number of bitcoins that can exist are 21 million and currently there are 17 million bitcoins in circulation. One can obtain a bitcoin by buying them on bitcoin exchange, accepting for the goods and services or by mining new ones. MINING is discovery of new bitcoins. In other words it is the verification of bitcoin transactions. Once they are verified they are added to the wallet of the minor and he receives 12.5 bitcoins for verifying the transactions. Bitcoin is now becoming a major player because it is very convenient to use, especially in retail market. Even Bill Gates the richest person of the world said “Bitcoin is exciting because it shows how cheap it can be. Bitcoin is a better currency, in that you don’t have to be physically present in the same place but for larger transactions currency can get inconvenient.”

Apart from bitcoin many cryptocurrencies have been discovered including Ripple, Ethereum, and Litecoin. Bitcoin has the highest value of all digital currencies enjoying first mover advantage. Its value has boosted from almost nil to its all time high of around \$19,850 on December 17, 2017. The value of bitcoin is highly volatile as it has increased over 1600% in past year though its value has dropped many times. Investors are of view point that it has created a bubble of investments which may burst any time causing huge losses to people having investments in bitcoin.

Although people are willing to invest in bitcoin because of its high growth rate but its negative aspects must not be ignored. Bitcoin transactions are irreversible and if one’s account is hacked, all his money is lost. Also because it is not governed by anybody, one cannot even file a case against the fraud. Criminals get a platform to carry out transactions anonymously and the biggest example is the ‘Ransomware attack’ in which hackers got data of some big companies and demanded 25,000 bitcoins to return the data. Bitcoin proved out to be very beneficial for them as their identity could not be known through bitcoin; there are many other cases of money laundering. Bitcoins have also been criticized for the amounts of electricity they use in mining. In my view bitcoin is potentially a good investment but it should be made safer by establishing a regulatory body so that they can keep a check on fraudulent activities. The bitcoins should be made energy efficient .Also people should be made aware about the existence of bitcoin as not even half of the world’s population knows about its existence and people who are using it should be well informed about its pros and cons.

Riya Singhal
Year I Section-C



Social Entrepreneurs: Agents of Change.

“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.”- Bill Draython, Leading Social Entrepreneurs Changing the World.

Social entrepreneurs are referred as agents of change to formulate innovative solutions for the most crucial problems in the world. These problems can be divided into the areas related to education, health-care, environment and livelihood opportunities. For example, an organization that aims to provide livelihood opportunities to the victims of acid attack may open up a restaurant for employing them and also raise funds creating awareness about such issues in the society. Social entrepreneurs, unlike some traditional non-profit organizations do not redistribute the financial flows as their major activity, but are directly involved in producing goods or producing services on a continuous basis.

The “*CLEAN AND GREEN INDIA 2016*” conference which was recently held in New Delhi highlighted the various opportunities available for social enterprises in different sectors like waste management and eco friendly infrastructure as a part of the Swachh Bharat Campaign.

Thus, social entrepreneurs are playing an important role in providing sustainable solutions and livelihood opportunities to the vulnerable sections of the society. Hence, the world is witnessing an incline towards social entrepreneurs by building innovative business models and integrating it with social causes for sustaining the needs of our planet. To become a social entrepreneur, one should think out of the box and be ready to welcome risk in their life. If you look at successful entrepreneurs like Bill Gates, Ratan Tata, DhirubhaiAmbani their personal characteristics and traits are spoken about as much as their skills and abilities.

In past few years, a large number of investors have developed innovative technologies and resources for funding and supporting social entrepreneurship. For example, Jeff Skoll, the co-founder of eBay created a foundation and denoted 4.4 million pounds for establishing a research centre dedicated for social entrepreneurship. Also, the current central government is also in full support of entrepreneurs and the Start Up India scheme was launched in January 2016 by Prime Minister NarendraModi for promoting entrepreneurship and encouraging young minds to come up with innovative ideas for finding solutions to the most significant problems of the country. One of the main characteristics of social entrepreneurs include representation and participation by users or customers, influence of various stakeholders on decision making and participative management i.e. to further democracy at local level through economic prosperity. They aim to reach the largest but poorest groups of the society- which comes under the “bottom of the pyramid” (BOP) activities.

Thus, social entrepreneurship is no longer limited to social activities rather it has become a worldwide phenomenon. In today’s date, it plays an important role in providing growth and employment opportunities to the vulnerable sections of the society through sustainable business solutions.

Komal Kaur Khamba
Year III Section-B



India's vibrant media and entertainment (M&E) industry consisting of more than 600 television channels, 100 million pay-tv households, 70,000 newspapers and 1,000 films produced annually, provides attractive growth opportunities for global corporations. M&E sectors are growing rapidly because of India's favorable regulatory environment and recent reforms which are creating numerous investment opportunities. The relaxed entry restrictions for foreign companies and the increased caps of Foreign Direct Investment (FDI) key sectors, including Direct-To-Home (DTH) and radio have contributed in developing the M&E sector. The growth of digital cable and DTH can be attributed to the mandatory digitization of the country's TV distribution infrastructure. This, in turn has created the need for these companies to fund their expansion. The third round of radio license auctions (phase III), that ran 125 rounds and lasted 32 days had on offer 135 channels in 69 cities. The total value of sold channels was Rs.1187 crores.

CONTENT MARKETS IN INDIA

India is also gifted with diverse content markets. Non-metro cities (the tier 2 and tier 3 towns) and regional markets with distinct cultures, languages and content preferences comprise the major portion of country's urban consumption. Many global film studios and TV broadcasters empowered by these opportunities have already entered these markets and are producing regional language content. Although internet penetration is currently low in the country (31%), the number of Internet users in India is expected to reach 450-465 million by June, up 4-8% from 432 million in December 2016, a report from the Internet and Mobile Association of India and market research firm IMRB International said. The scale and impact of the country's potential for digital content consumption is huge because of India's huge 104 crores mobile subscribers. This presents M&E companies, foreign and domestic, with an exciting opportunity to develop digital businesses that cater to a new generation of broadband users.

CHALLENGES IN THE INDUSTRY

However, the M&E industry also presents unique challenges. Global M&E companies need to assess the diverse content preferences, the low price point and high volumes of content consumption when entering the Indian market. To maximize their success, companies must understand and adapt to the economic and social fabric of the country's operating environment and invest in tailored content and services. M&E companies in India are exposed to risks ranging from local competition to fraud, corruption and piracy. Although the development of corporate governance norms and on-going structural and regulatory reforms are expected to mitigate these threats, global M&E companies need to develop flexible business plans, and identify and develop mitigation strategies for key risks.

THE ROLE OF BOLLYWOOD

Bollywood is the largest contributor to the industry's revenue. It is followed by the South Indian movie industry and other language cinema industries such as Bengali, Bhojpuri, Marathi and Gujarati. It is the country's largest film and entertainment industry. However, because of low ticket realization and occupancy levels, it continues to be small in size in terms of revenue. Moreover, lack of quality content and rising competition from Hollywood films continue to affect it.

THE UNTAPPED POTENTIAL OF VFX INDUSTRY

The visual effects (VFX) industry is a rapidly evolving segment in India. It involves the creation of live action imagery by using computer-generated effects. It is used increasingly by the visual media in Indian movies, TV shows and advertisements. Most of the work includes outsourced projects from US and UK as the domestic consumption is fairly small. However, bigger budget movies and ad campaigns are now willing to spend more on VFX to provide an enhanced visual experience to viewers. The VFX segment is an evolving segment, with new technologies and products becoming available.

GROWTH AND OPPORTUNITIES PRESENTED

The media and entertainment Industry is poised to witness momentous growth. The achievements and opportunities presented by the industry demonstrate the numerous possibilities that exist. Every individual in the media and entertainment industry strives to rise above and go beyond previously set standards whether from behind the cameras, acting in studios to managing the lights and the action. They strive to present the world with a picture-perfect experience to make an impact, not only on audience, but also on the economy of the country to which they belong whether from behind the cameras, acting in studios to managing the lights and the action.

Bhashita Juneja
Year II Section-A

FACULTY

COMMERCE DEPARTMENT



DR. SHALINI KUMAR



DR. ANJU ARORA



DR. PARDEEP KUMAR



DR. PADMASAI ARORA



DR. VIPIN NEGI



DR. SHALINI DEVI



DR. DEEPAK SRIVASTAVA



MS. ANITA MENDIRATTA



MR. SANDEEP VODWAL



MR. PRAVEEN KUMAR



DR. RAGHUVVEER SINGH
RAJPUROHIT



MR. HEMANT YADAV

FACULTY

COMMERCE DEPARTMENT



DR. ANJALIKA SOLANKI



MR. KUNAL KUMAR



MS. NAMITA PADHY



MS. PRAMA VISHNOI



MS RUCHI GOYAL



MS. MONU CHAUHAN



MS. SNEHLATA RANA



MS. NIDHI AGGARWAL



MOHD. TARIQ AZIZ



Science, technology and innovation have had a great impact on economic growth and social development in India. The Government moved from scientific policy resolution (1958) to the technology policy statement (1983) to the science and technology policy (2003) and finally to the science, technology and innovation policy (2013). These are illustrative of the commitment to science and technology by successive governments, as also the welcome emphasis on the importance of science led technology led innovation over a period of time.

We can look at our 40 year journey, the pre-liberalized as well as the post-liberalized India. India experimented with socialism for more than four decades, which kept out foreign capital and technologies, but spurred local innovation based on indigenous technology.

The Indian economy didn't start growing until the 1990s, so local companies were small. Indian entrepreneurs, therefore, developed a penchant for undertaking small projects with indigenous (import substituted) technologies but with huge capital efficiency.

Indian technology grew in a denial driven mode in the pre-liberalized India. Foreign technologies were denied because of lack of resource as well as a closed economy in the pre-liberalized era. They were also denied due to security and strategic reasons. It was through the path of techno nationalism' that India developed self-reliance through its own technologies in both civilian sectors as well as strategic sectors such as space, defense, nuclear energy, and super computers. Take nuclear energy. The entire range of technologies, from the procuring of raw materials to the design and construction of large nuclear reactors was developed on a self-reliant basis. India's nuclear fast-breeder reactors emerged from its thrust towards techno nationalism. Look at space technology from indigenous development to satellites to launch vehicles, from SLV to ASLV to PSLV to GSLV. India's first moon orbiter project Chandrayan-1, Mars Orbiter Mission or even the recent simultaneous launch of 20 satellites are brilliant examples. No wonder, India is now ranked amongst handful of nations of the world that have a credible capability in space technology. Strength respects strength. It is the growing technological strength of a nation that increases its access to technology that has been denied to it. The technology denial regime itself underwent a change as techno nationalism gave India a strong technological foundation.

Ruchika Garg
Year II Section-C



Cyber security is the body of technologies, processes and practices designed to protect networks, computers, programs and data from attack, damage or unauthorized access. One of the most problematic elements of cyber security is the quickly and constantly evolving nature of security risks. The traditional approach has been to focus most resources on the most crucial system components and protect against the biggest known threats, which necessitated leaving some less important system components undefended and some less dangerous risks not protected against. Such an approach is insufficient in the current environment. India is one of the most vulnerable nations in the world when it comes to cyber-attacks. This unfortunate situation makes the cyber security market a growing market with opportunities for security product and service companies.

CYBER-CRIME IN INDIA

Cybercrime in India is far higher than the global average which is highly disappointing. This could easily be validated from the fact that several Indian companies and the Government entities were under the constant threat of cyber miscreants with financial motives. The website of Indira Gandhi International Airport, New Delhi, was hacked and resulted in check-in counters being non-operational for several hours. In addition to this, websites of ONGC Corporation, BSNL and TRAI were also attacked a few years back.

A GROWING MARKET

Increasing incidents of cyber-attacks and data protection efforts globally are expected to create USD 35 billion revenue opportunity and employment opportunities for about a million professionals by 2025 for India. Cyber security is about USD 2-3 billion or about 2 per cent of the close to USD 150 billion Indian IT sector. With the sector on track to reach USD 350 billion by 2025, estimates show 10% of this to be cyber security. The overall Indian cyber security space is being dominated by the foreign players, the Indian companies partner as System Integrators (Sis), Managed Security Service Providers or Distributors. From the demand perspective, certainly the awareness has been high, especially among CISOs. Companies intend to increase their security budgets (71% in 2015), with end-users looking to use advanced security Suites. Security Analytics and Identity & Access Management (IAM) is currently the most popular cloud based tool. Customers tend to understand that continuous monitoring and assessment of threats is of greater importance, thereby pushing for the need of MSS.

STATE INITIATIVES AND INCENTIVES

The cyber security community in India remains highly optimistic and expects high growth. About 1,000 start-ups are expected to come up in this area. This is because these smaller companies are light footed and yet have the best of technologies. Also, there has been a lot of investor interest in this area as enterprises want to stay secured against rising incidents of cyber-attacks. Start-ups along with the enterprise companies have started to make a mark in the security space boosted by the Government's "Start-up India" initiative. The Government has been trying hard to improve on the "Ease of Doing Business" in the country through constructive reforms. This as a whole would certainly improve India's position as Cyber Security Destination.

Geetika Jain
Year II Section-B

YOUNG BRIGADE



Fledgling'17





Bizworld Office Bearers 2017-18



BIZWORLD

OFFICE BEARERS 2017-18

Teacher-In-Charge

Ms. Anita Mendiratta

President

Mr. Abhinav Wadhwa

Senior Executives

- I. Ankita Jain
- II. Aparna Singhal
- III. Bhashita Juneja
- IV. Bhavya Chugh
- V. Divpreet Kaur
- VI. Geetika Jain
- VII. Palak Garg
- VIII. Rashi Deepani
- IX. Rishav Kumar
- X. Ruchika Garg
- XI. Rupal Rathor
- XII. Sagar Garg
- XIII. Shresth Gupta
- XIV. Tanya Ahuja
- XV. Tripti Soni
- XVI. Tushar Mehta
- XVII. Vidushi Kurra

Bizworld Committee

Dr. Shalini Devi
Dr. Padmasai Arora
Ms. Anita Mendiratta

Vice-President

Mr. Aditya Chamaria

Junior Executives

- I. Harshita Aggarwal
- II. Riya Singhal
- III. Shruti Goyal
- IV. Siddharth Rai

ACADEMIC

ACHIEVERS 2016-17

(KeshavMahavidyalaya)

Third Year

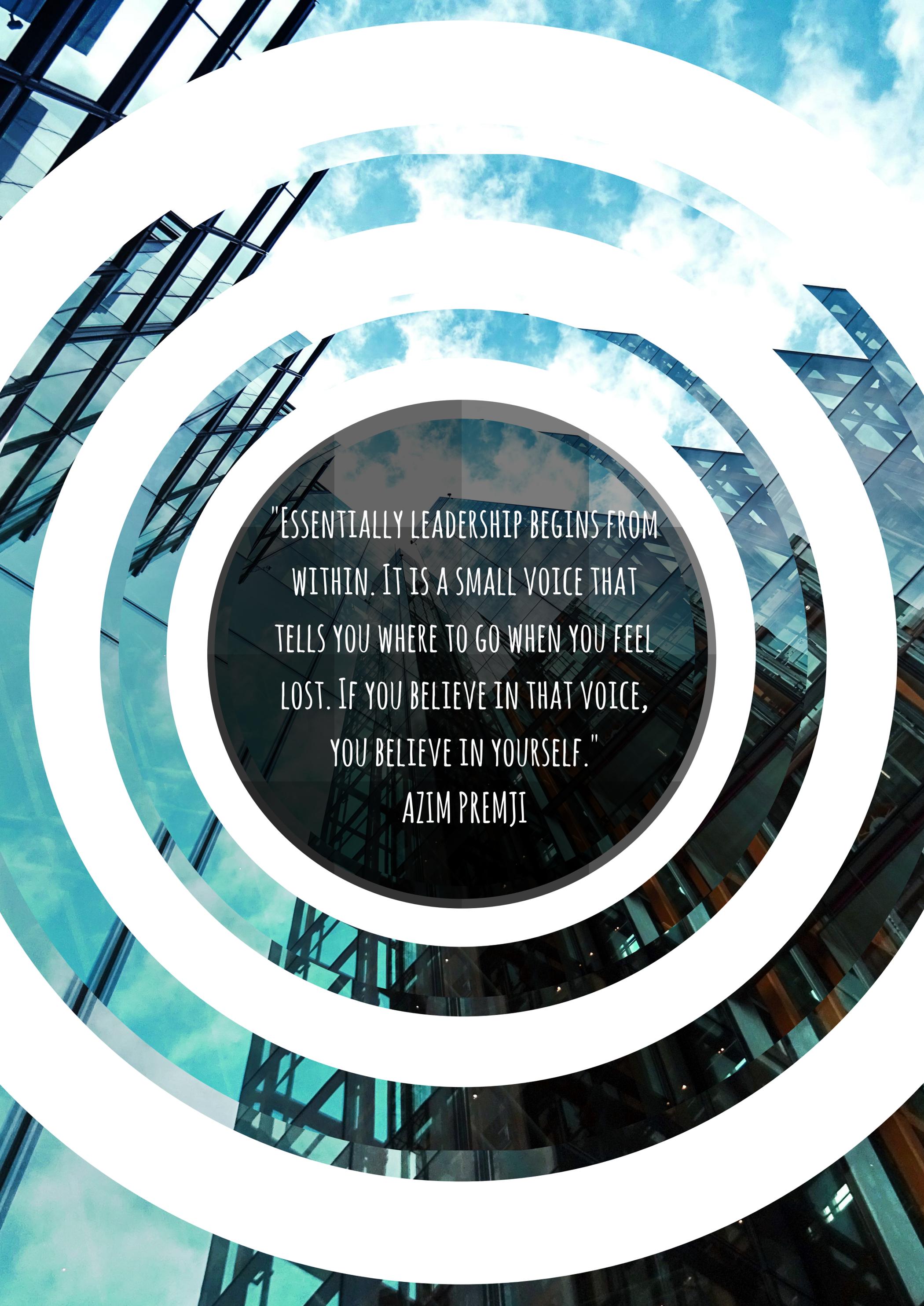
- I. Ms. Sakshi
- II. Ms. Priyanka Bajaj
- III. Mr. Vaibhav Narang

Second Year

- I. Ms. Neha Malik
- II. Ms. Ayushi Goel
- III. Mr. Shubham Gupta

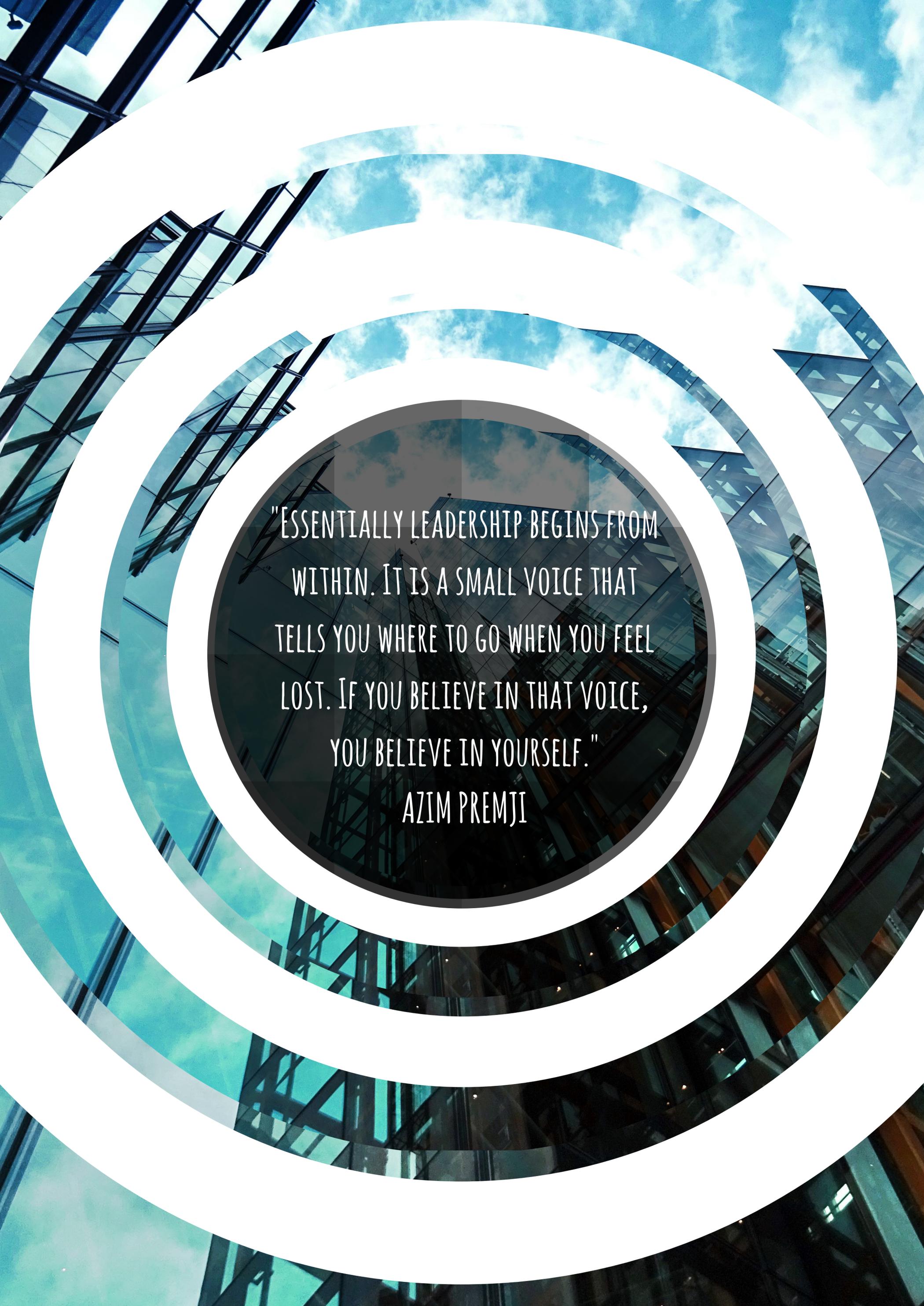
First Year

- I. Mr. Ayush Jain
- II. Mr. Akshay Sharma
- III. Ms. Bhavna Gupta



"ESSENTIALLY LEADERSHIP BEGINS FROM
WITHIN. IT IS A SMALL VOICE THAT
TELLS YOU WHERE TO GO WHEN YOU FEEL
LOST. IF YOU BELIEVE IN THAT VOICE,
YOU BELIEVE IN YOURSELF."

AZIM PREMJI



"ESSENTIALLY LEADERSHIP BEGINS FROM
WITHIN. IT IS A SMALL VOICE THAT
TELLS YOU WHERE TO GO WHEN YOU FEEL
LOST. IF YOU BELIEVE IN THAT VOICE,
YOU BELIEVE IN YOURSELF."

AZIM PREMJI