



# NEW HORIZON COLLEGE OF ENGINEERING

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**DEPARTMENT OF**  
**MANAGEMENT STUDIES**  
**"MBA OUTLOOK"**  
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# **Akash Gupta** **Co-Founder** **of** **Mobyicy**



**The Idea:** To provide a better, affordable way to commute, especially to cover the last mile, using a bicycle-sharing app.

**Eureka moment:** While addressing college students, Akash Gupta, who was working with a payments startup, realised that students spent an hour or two every day, just walking between different buildings on campus. "I thought university campuses could have shared bicycles available at hourly rental rates and that could be booked on an app," he says. "From there, I extended the idea to cities where the problem is similar."

**Early days:** "It was scary because I was in a well-settled job at a VP position and didn't know how to build an app – or a company," he says. Gupta set up early this year, and launched the app a few weeks ago. "I decided to take things one step at a time and slowly everything started to come together."

**Biggest challenge:** "Convincing my family about my decision to go it alone," he says. Once they agreed, hiring a team was the next challenge. "I was a nobody trying to start something crazy like bicycle sharing in India. The top talent ended up interviewing me rather than the other way around."

**Where I am now:** "The app has received great reviews. We're in many colleges and in three cities," he says. Gupta plans to expand to 12 cities and many more universities.

# POETRY

Don't wake me up i cried so hard  
As I slipped past my mother's uterine walls  
And then I slept a while with my mother's lullaby everynight  
Bt childhood woke me up for school with a bunch alike me  
with curious eyes  
I slept a while everyday there only to find me sleepless in  
those dark bunkers of teenage days  
I thought I could use some sleep as I walked into adulthood  
But en route i fell into a pit so deep chasing a beauty right  
down the street  
I bet i spend a thousand days wandering on shores of love  
like a insomniac  
Chasing reality in a dream sequence that's never bound to  
happen  
And then I slept on the ruins of a marriage half drunk with  
endless responsibilities chasing my sleep  
And it took me a few years to sleep again in that crowded  
walls of old age home  
And i finally slept an year like the year I was born ,with keen  
eyes staring when I was a newborn but sadly they wanted my  
eyes closed forever unlike those eager eyes that waited for  
my eyes to open up to them  
Atlast i took a breath and wished upon it not to wake me up  
again everafter  
But someone shook me up again ..  
Heaven or hell I asked ,  
You'll know it soon He replied ....

By RAHUL  
SEC "A"

# **LIFE IS A BEAUTIFUL STRUGGLE**

**Life is an endless struggle full of frustration and challenges, but eventually you find a hairstyle you like”...Of course!**

**We also don't know. I think no one has an answer to this. Hence it is very difficult for all of us to explain**

**“what is Life?” In my point of view, Life is the Combination of Happiness, Sadness, Struggle, Frustration, Challenges, and Determination. From the above, Its a simple formula for Life**

**“Stay Happy and Ready to accept every challenge” It's a Human psychology, to get scared to accept any challenges. Somewhere in their mind there always be a question**

**“If I fail what will happen? People will laugh. So it's better not to accept challenges” The above Caption shows confusion in the mind of the person. This confusion shows the hesitant type of person. We can better understand meaning and journey of life with some real personality.**

**I guess most of the people know about “Nick Vujicic”. He is a well known inspirational speaker.**

**But have you ever thought:-Who inspired him to be a speaker? It's very evident that his ability to accept challenges makes him a unique personality and with all situation, he faced in his life is entirely difficult and unimaginable, which makes him a speaker. It's not a cup of tea for any person to be a speaker. It includes determination of your work. It includes Frustration of not getting a proper result.**

**Facing every challenge with a smile and without fear of getting loose. From the above, we understood that life is a mixture of all ups and downs in every part of life, its depend upon yours how you want your life extra toppings or fewer toppings.**

**Winning with all hurdles and challenges makes everyone to say:- “LIFE IS A BEAUTIFUL STRUGGLE”**

**By Ujjawal Kumar**

# CREATIVITY



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&

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