



# NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC  
Accredited by NAAC with 'A' Grade, Accredited by NBA

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## DEPARTMENT OF MANAGEMENT STUDIES

MONTHLY E-NEWSLETTER

### INDIA'S FOREIGN TRADE POLICY 2015-20

*MR. KRISHNAN MAHADEVAN- 3RD JANUARY*

Mr. Krishnan Mahadevan was invited to deliver an Expert lecture on India's foreign trade policy to the students. The session started off with facts related to Global and Indian economy. He then discussed the salient features of Indian FTP, its objectives and its various schemes. He also provided information regarding the impact of each aspect of the FTP on the business. Some of the topics which were discussed by him in the session include objectives of FTP, transferable duty scrip, MEIS & SEIS schemes, and its benefits, ease of doing business under FTP, the effect of GST on the Indian economy, etc. Apart from these topics, Sir provided a whole set of possible statistical figures related to the topic of the session. Apart from providing such statistical figures, he also explained the prepared topics in a simpler manner and also with a lot of examples which actually kept the audience engaging. "Overall, the entire session was that of a factual one and it kept the audience engaged throughout the session", says a student.

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# SPSS APPLICATIONS IN MARKETING RESEARCH

*Ramnath Iyer - 4th & 5th Jan'2019*

The workshop was given by Ramnath Iyer. The training was organized for the I semester students. In the first session, he gave a brief introduction about statistical terms which are used in research. His lecture gave a clear idea about what is hypothesis and types of hypothesis. His lecture gave a clear insight about ANOVA Chi-square test & other tests as well. In the second session, he spoke about SPSS Software. The IBM SPSS software platform offers advanced statistical analysis, a vast library of machine-learning algorithms, text analysis, open-source extensibility, integration with big data and seamless deployment into applications. Its ease of use; flexibility and scalability make IBM SPSS accessible to users with all skill levels and outfits projects of all sizes and complexity to help you find new opportunities, improve efficiency and minimize risk. At the end of the session, he made everyone to install SPSS software -licensed version. The session was well received by all the students.

Only I can  
change  
my life. No  
one can  
do it for  
me.

Carol  
Burnett





# The Four Stages of Life

## PART 1 - THE FIRST STAGE - MIMICRY

We are born helpless. We can't walk, can't talk, can't feed ourselves, can't even do our own damn taxes.

As children, the way we're wired to learn is by watching and mimicking others. First, we learn to do physical skills like walk and talk. Then we develop social skills by watching and mimicking our peers around us. Then, finally, in late childhood, we learn to adapt to our culture by observing the rules and norms around us and trying to behave in such a way that is generally considered acceptable by society.

The goal of Stage One is to teach us how to function within society so that we can be autonomous, self-sufficient adults. The idea is that the adults in the community around us help us to reach this point through supporting our ability to make decisions and take action ourselves.

But some adults and community members around us suck. 1 They punish us for our independence. They don't support our decisions. And therefore we don't develop autonomy. We get stuck in Stage One, endlessly mimicking those around us, endlessly attempting to please all so that we might not be judged.

In a "normal" healthy individual, Stage One will last until late adolescence and early adulthood. 3 For some people, it may last further into adulthood. A select few wake up one day at age 45 realizing they've never actually lived for themselves and wonder where the hell the years went.

This is Stage One. The mimicry. The constant search for approval and validation. The absence of independent thought and personal values.

We must be aware of the standards and expectations of those around us. But we must also become strong enough to act in spite of those standards and expectations when we feel it is necessary. We must develop the ability to act by ourselves and for ourselves.

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*There are so many ways to maximize your time at NHCE. Make the most your experience!*



# EYES LIKE A SHUTTER

CLICKS CAPTURED BY ZABER KHAN (1ST MBA 'C')



**CAPTURING  
CREATURES**



**Light creates the color. In  
the picture, color creates  
the light.**



**HOME IS WHERE  
MUM IS**

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